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Rethink NW 13th: NW 13th Phased Action Plan

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NW 13th Phased Action Plan
June 2017



RETHINK NW 13TH

NW 13th Phased Action Plan

Portland, Oregon

Developed by Cassandra Dobson, Courtney Simms, Dylan Johnstone,
Geoff Gibson, Russ Doubleday, and Santiago Mendez



Portland State
UNIVERSITY



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“ It is a universal street where everything and everyone mixes. It makes it vibrant, and enhances the awareness of everything going on around oneself and between one another.



Executive summary

Executive summary

A bold plan for NW 13th

NW 13th in the heart of Portland's Pearl District is like no other street in the Central City. The historic buildings, loading docks, and mixed land uses are not found on any other corridor nearby. The neighborhood has identified it as a unique place, designating a portion of it on the National Register of Historic Places and choosing to host several events that open the streets for people throughout the year.

As such, NW 13th has its own set of challenges that set it apart from other streets in the Pearl District. But this unique street also provides an opportunity to pursue bold solutions that meet desired community goals. This plan refocuses the street around the pedestrian, placing all other modes as secondary to the experience and comfort of those walking on the street. Creating a plan for the pedestrian includes creating stronger bonds with the residents, businesses, and services that run the street's entire length. And as housing and rental costs continue to rise across Portland, ensuring affordability and inclusivity for those who may not feel welcome on the street or in the Pearl District now is of utmost importance for creating a place where all are welcome to NW 13th.

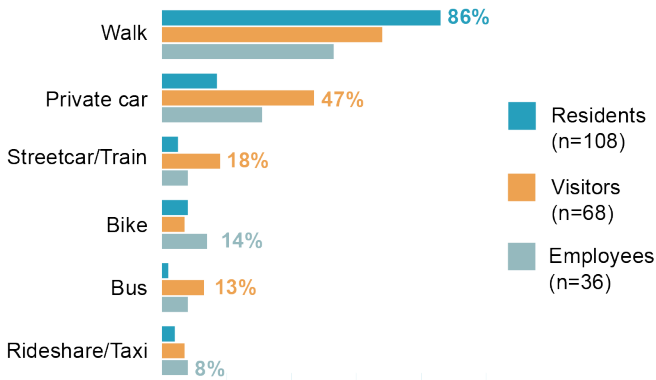
The community has asked to see these themes incorporated into the planning process for NW 13th. This plan will lay out a framework for meeting these goals.

Moving toward a car-free street

NW 13th is already an informal shared use street. Pedestrians, bicyclists, and motorists all mingle in the road together, creating a mix that has been described as enjoyable, chaotic, and unsafe, depending on who you ask. However, the community wants to see NW 13th become a more friendly place to walk while cutting down on car traffic. Many have asked for the street to be closed down completely to cars.

This plan reflects the PDNA's wish to close down the street to car traffic. Several recommendations build up to a point where closing the street will become feasible. These include policies such as streamlined event planning with the City and working with the City's upcoming Livable Streets Strategy. These include built features such as temporary bollards, space for seating, shared street design elements, and partial-year closure of the street. All of these actions build up to a plan to close the street to cars in the long-term.

Intercept survey, what mode people took to get to NW 13th, 212 responses



Percentages add up to more than 100% because respondents were able to choose more than one mode of transport.





Who is this plan for?

This plan for the Pearl District Neighborhood Association (PDNA) and other Pearl District community groups in response to their community's desire to see pedestrian improvements along NW 13th. The PDNA wants this plan to include the phases of implementation, possible partners, costs, and case studies. Rethink Streets, a six-member planning consultancy firm through Portland State University, has produced this plan for the PDNA.

A product of past, present, and future plans

The vision may be bold, but it builds off of decades of neighborhood- and city-level planning. This plan fits within the numerous Pearl District plans from the last 15 years, which have created the walkable, vibrant, mixed-use neighborhood that exists today. Specifically, the 2001 *Pearl District Development Plan* identified NW 13th as a street "like no other in Portland" whose character needed to be enhanced. This plan fits within the City's goals to increase walking and bicycling as transport modes, shifting trips away from cars. As a result, this plan also aligns well within the City's plan to drastically reduce carbon emissions that contribute to global climate change. This plan embodies the ongoing *Central City 2035* concept that streets should be designed as great places. It is clear that this plan for NW 13th is a natural extension of these past, present, and future planning efforts.

How this plan is organized

This plan is organized into two sections. First, the plan introduces the street - who uses it, how it varies from end to end, perceptions around the street, and a clear vision of what the future of this street should be. Second, the plan identifies four broad goals for the street, several strategies within each goal, and numerous recommended actions within these goals and strategies.

In addition, each recommended action has been categorized by section of the street, whether it is a built, social, or policy action, how much it is likely to cost, and how long the project will take to be completed. This final category is especially important - this is a phased action plan for creating a stronger pedestrian environment on NW 13th, so understanding when recommended actions could be completed is vital to fulfilling this vision. Last, each recommended action comes with implementation steps and possible partners at the City and within the community.

“ [I’d like to see] less cars at lower speed [and] better safety for pedestrians.

Introduction

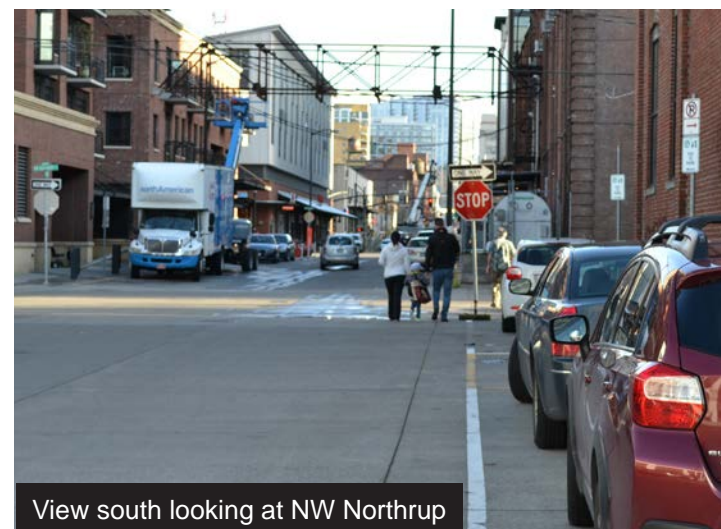
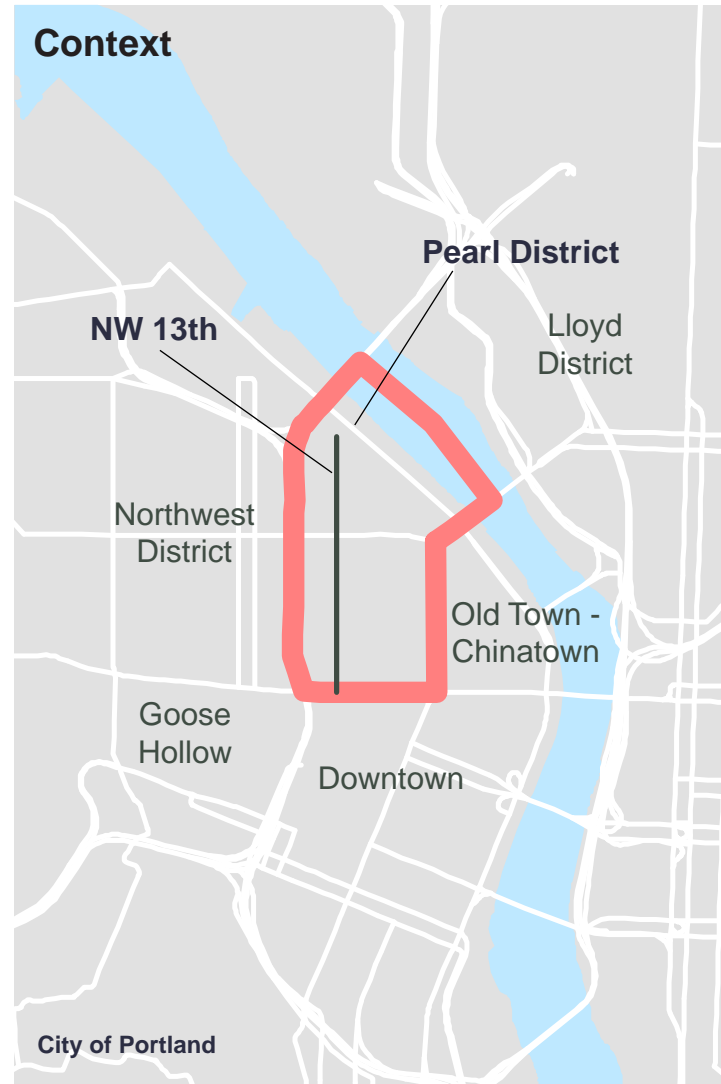


Introduction

NW 13th is a 17-block, local street that runs north-south through the Pearl District in the Central City of Portland. The street stretches for 0.8 miles from W Burnside to a dead end just north of NW Raleigh. It runs through what was formerly an old rail yard and industrial district.

In the last few decades, the Pearl District has shifted from its industrial roots into a thriving commercial and residential neighborhood. Within the Pearl District, NW 13th has largely mirrored this shift, but part of this street has maintained its industrial architecture as a result of historic preservation efforts on behalf of local residents and business owners. Along this stretch are multi-story warehouses with brick facades, rooftop water tanks, metal awnings, overhead garage doors, and loading docks.

Along the street is a wide variety of land uses, ranging from housing, retail, restaurants, and bars, to creative and shared use offices. The southern end has a series of parking garages and a used car shop, while the north end has more housing. Pedestrians, bicyclists, and cars all mix in the street, and disconnected loading docks take the place of sidewalks, which often forces pedestrians to walk in the middle of the street to get around. NW 13th has a shared space nature that is more of an accident than a product of planning.

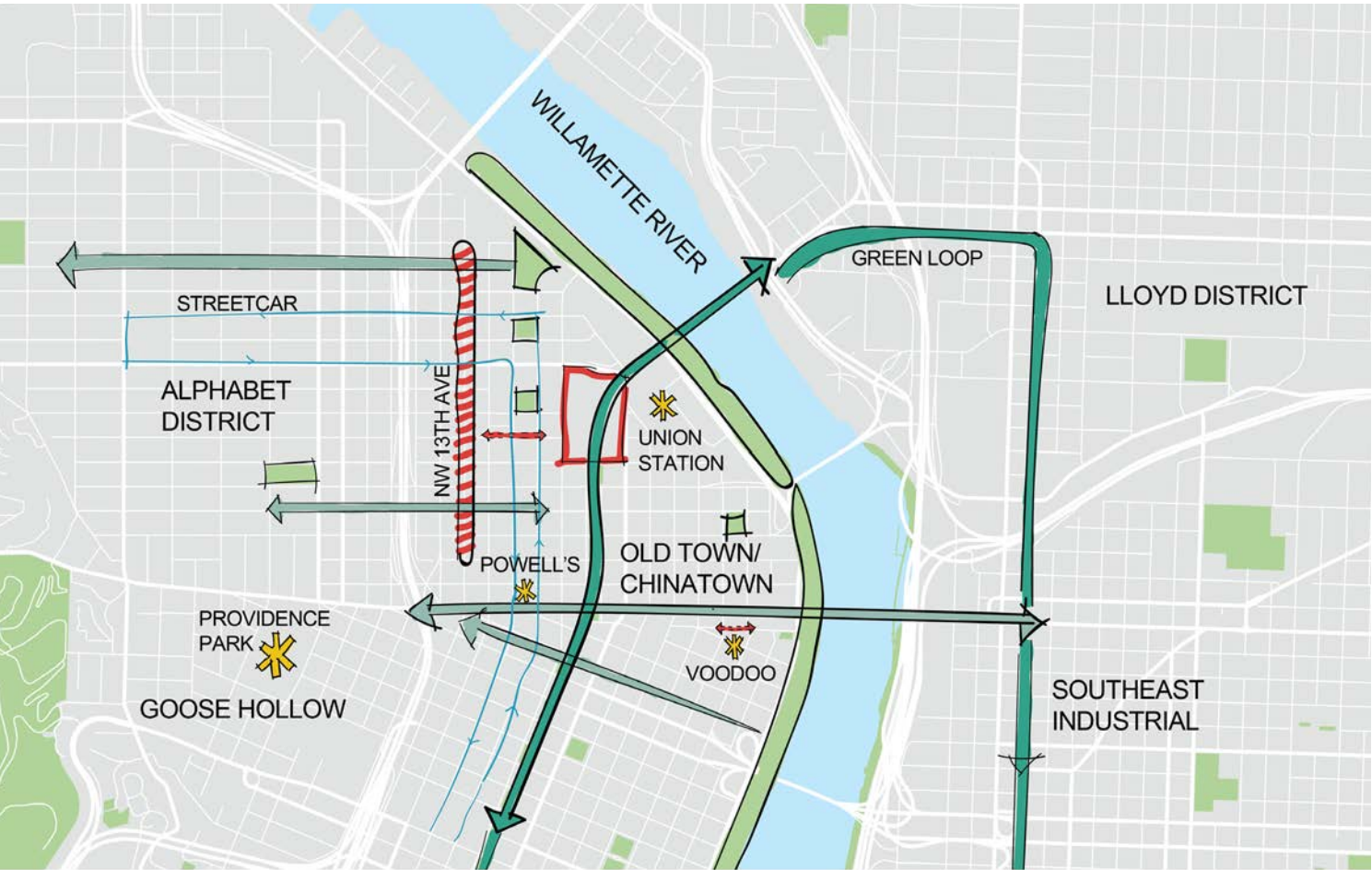


View south looking at NW Northrup



Aerial view of Pearl District, 1990

Surrounding area



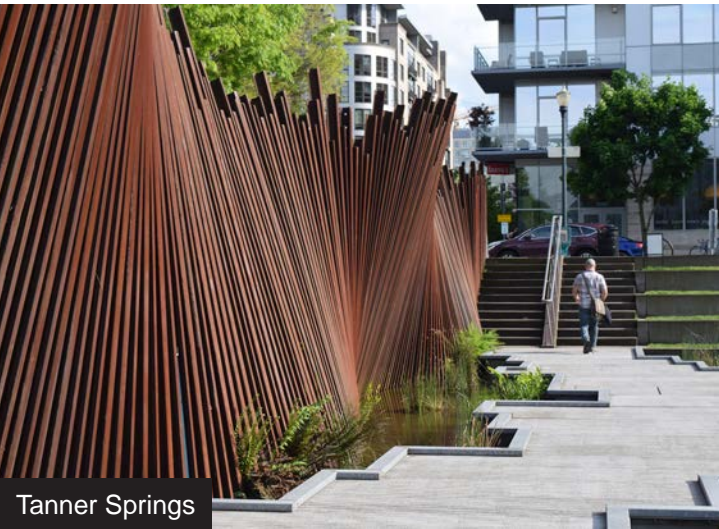
Urban fabric diagram



Powell's City of Books



Union Station



Tanner Springs



The Fields



NW 13th and Lovejoy

The Pearl District is bordered by Downtown, the West End, Goose Hollow, Old Town Chinatown, and Alphabet District neighborhoods.

NW 13th runs near major local destinations and tourist attractions such as Powell's City of Books, Voodoo Doughnut, Union Station, and Providence Park. It is also near a number of parks such as Tom McCall Waterfront Park, The Fields Park, Tanner Springs, and Jamison Square.

The Pearl District is well-served by the Portland Streetcar - all three streetcar lines lie within three blocks of NW 13th. Of these three, the NS Line intersects NW 13th with a stop at NW 13th and Lovejoy. This is currently the only transit stop along the entire length of NW 13th. Two blocks west, the W Burnside on- and off-ramp to I-405 both creates a perceived neighborhood barrier and increases traffic volumes along and across NW 13th.

Additionally, several major developments and infrastructure improvements are planned for the area. Flanders Crossing, a bike and pedestrian bridge, will connect the Pearl District with the Alphabet District across I-405. The Green Loop, a 16 mile-long linear park and active transportation path, will run through the Pearl District along the North Park Blocks. The 14-acre Post Office site is slated for redevelopment, bringing new residents and jobs.

Four sections of NW 13th

The neighborhood’s central employment zoning does not tell the full story of NW 13th as the street has a robust mix of uses and activity. For the purposes of this plan, NW 13th is divided into four sections:



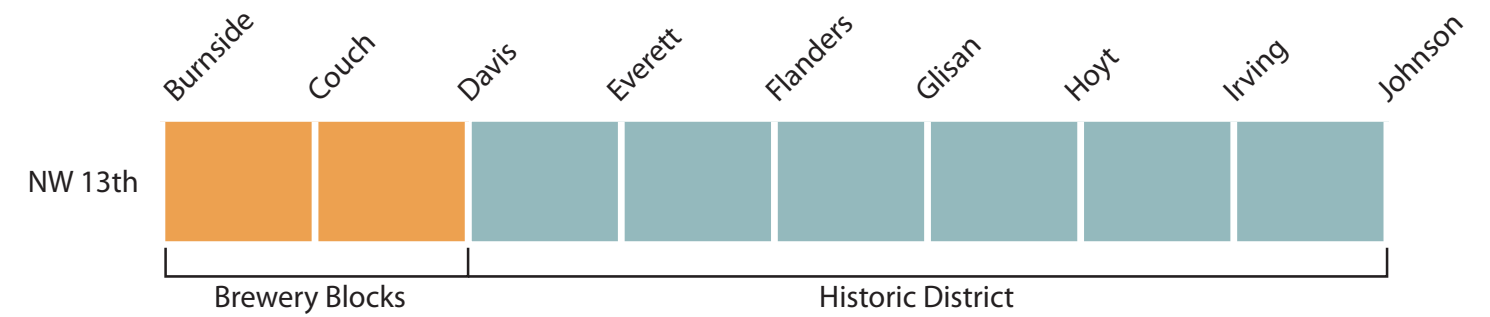
Brewery Blocks

The Brewery Block section comprises the two blocks from W Burnside and NW Davis. These two blocks have sidewalks, warehouses, and two underground parking garages.



Historic District

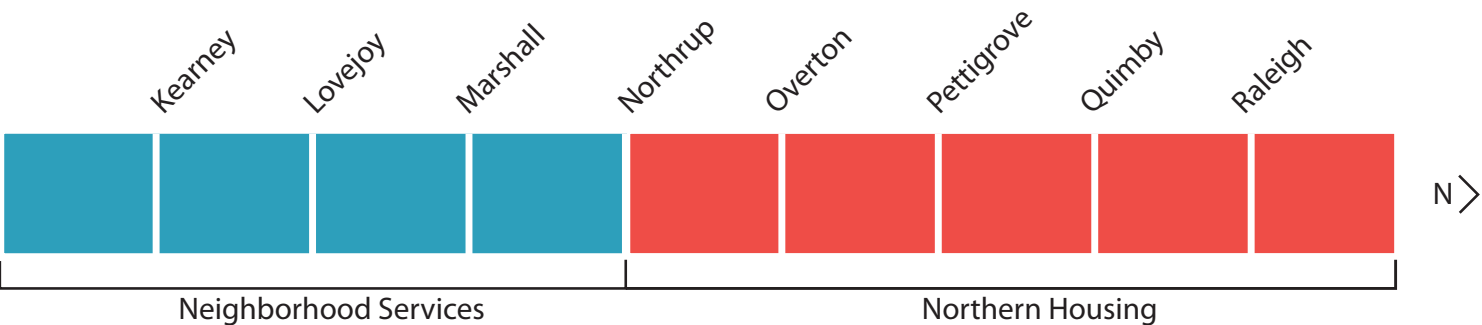
The Historic District section comprises the six blocks from NW Davis to NW Johnson. This section is home to many restaurants and retailers, along with offices and condominiums. Loading docks and old buildings are common in this section, and there are many events throughout the year.





Neighborhood Services

The Neighborhood Services section comprises the four blocks from NW Johnson to NW Northrup. This section contains many of the shops and services that anyone living or working nearby would need, such as groceries, banking, health services, and business support.



Northern Housing

The Northern Housing section comprises the five blocks from NW Northrup to just north of NW Raleigh. This section is almost entirely residential units that is both highly dense and a unique mix of luxury apartments and condominiums and affordable apartment housing. There are also a couple of offices and a school, and one block of telecommunication offices and servers, with no significant interaction with NW 13th other than some parking.

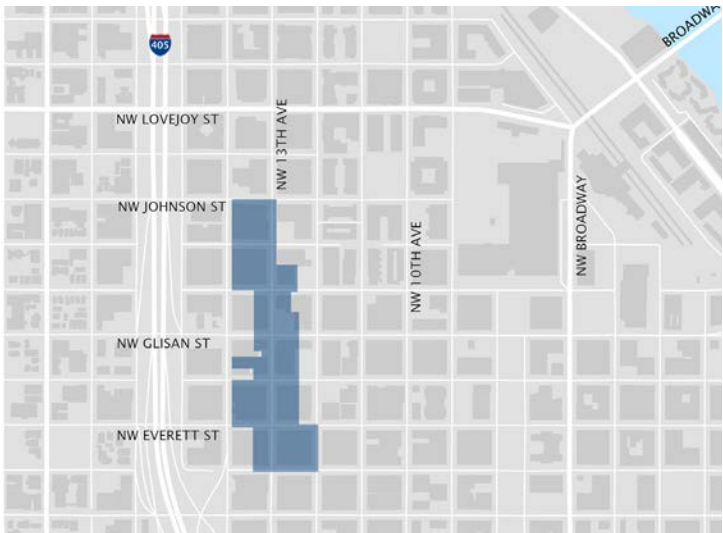


History and design

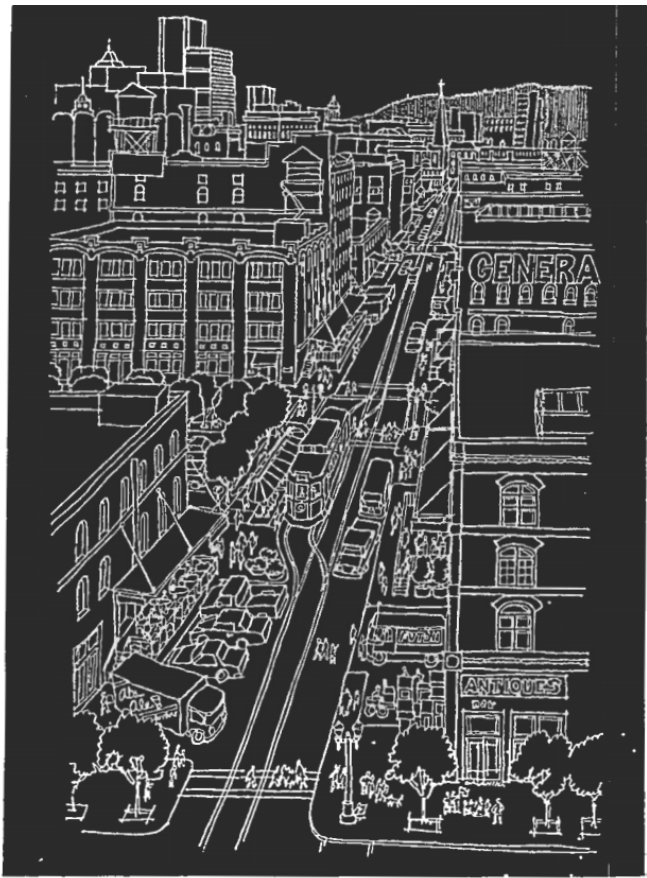
The current form of NW 13th is a window into the street’s past. Historically, NW 13th was built along a rail spur when the neighborhood was a thriving industrial district. Warehouses with loading docks and overhead doors were built facing the tracks. Though the uses evolved as Portland and the Pearl District changed throughout the years, many of the buildings remained. The Lovejoy Viaduct, which ran from the Broadway Bridge to NW 14th, created a barrier between the southern and northern ends of the street.

In 1987, a group of property owners applied to place NW 13th between NW Davis and NW Johnson on the National Register of Historic Places. In 1996, the City of Portland adopted design guidelines for the Historic District, meant to preserve existing buildings and ensure that future development reflected the character of the area. These emphasize loading docks, brick facades, metal awnings, and overhead doors.

Beyond the Historic District, the City has encouraged loading docks for new development to promote design consistency along NW 13th. The Lovejoy Viaduct was torn down in 1999, allowing for the development of a connected community in the northern half of the Pearl District.



Historic District boundaries established in 1987



NW 13TH AVENUE HISTORIC DISTRICT
DESIGN GUIDELINES

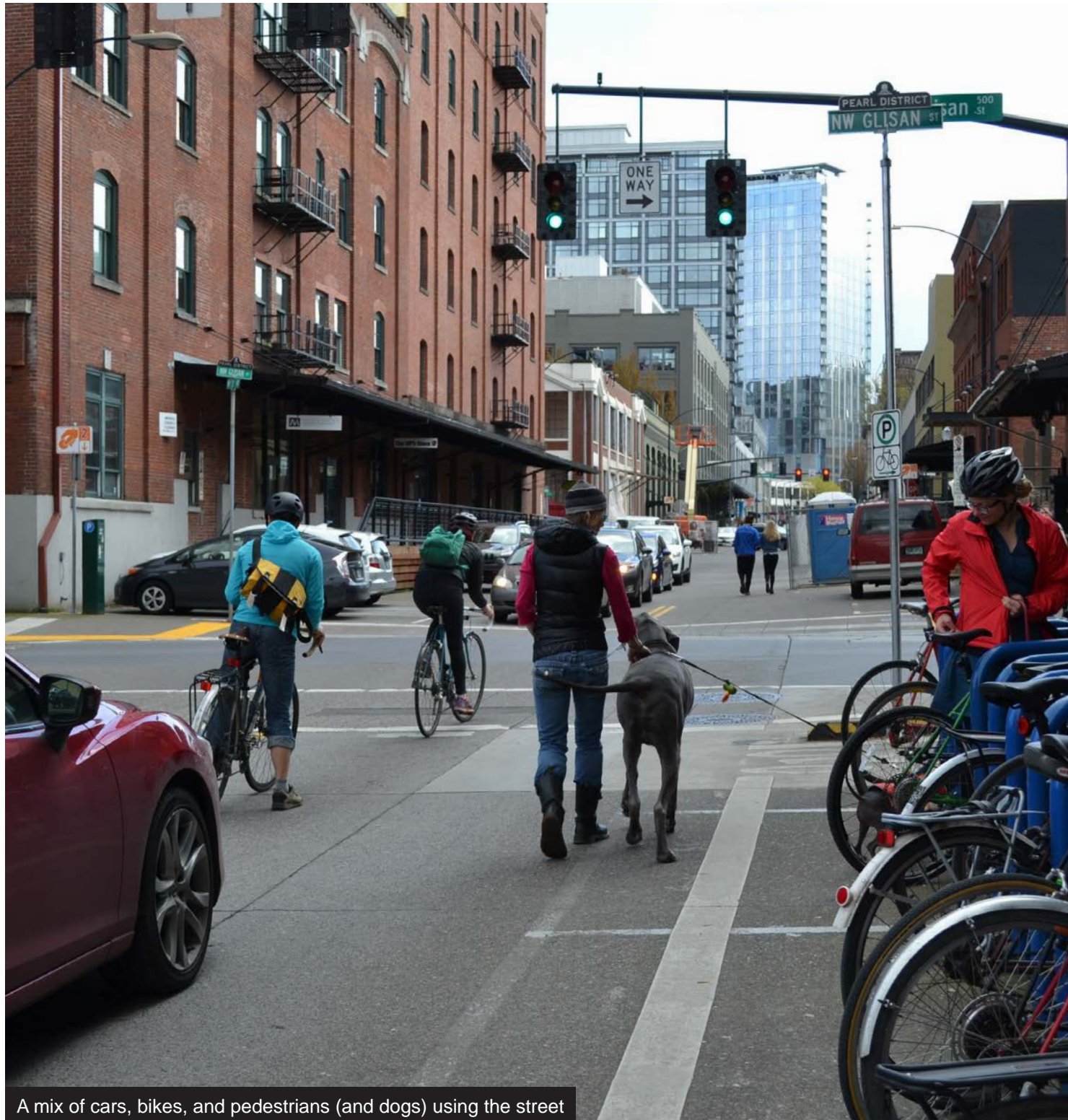


View of NW 13th with rail ties, 1930

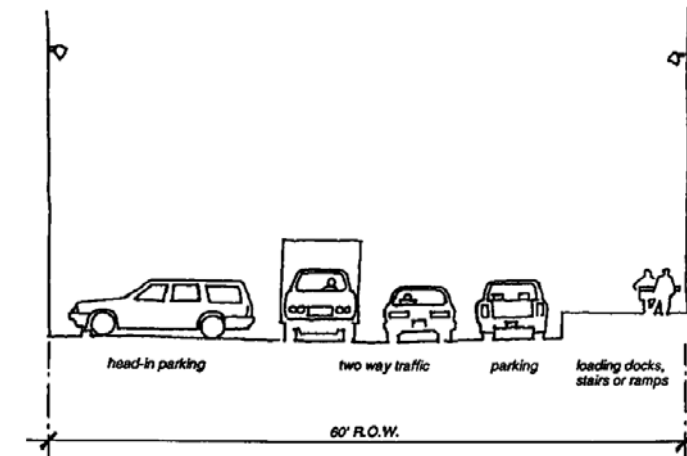
“ NW 13th Avenue, as it runs through the historic district from Davis Street to Johnson Street, is like no other in Portland. This eclectic mix of narrow travel lanes, on-street parking, loading docks and pedestrians does not function like a typical street. This character should be maintained and extended north of Johnson Street through the industrial transition area.

— *Pearl District Development Plan* (2001)

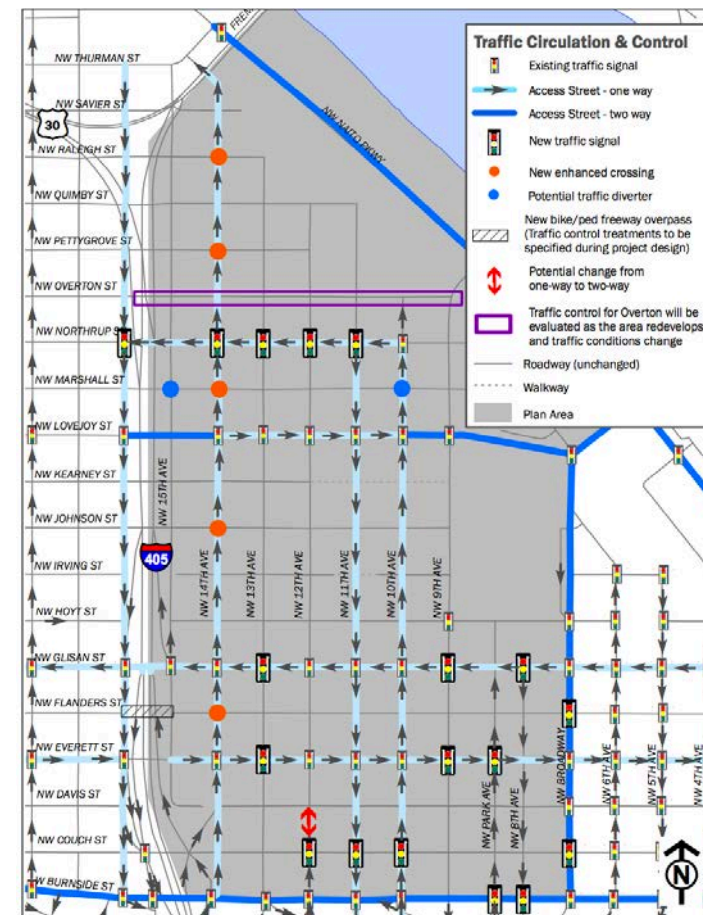
A city walkway



A mix of cars, bikes, and pedestrians (and dogs) using the street



Existing cross section of NW 13th with a 60' right-of-way from building edge to building edge.



Recommended traffic circulation and control from the *Pearl District Access and Circulation Plan*, 2012

NW 13th currently functions as a shared use street on 15 of its 17 blocks. This allows for motor vehicles, bicycles, and pedestrians to all use the same space at the same time. The shared nature of the street was never intentionally planned, but now it is so ingrained as a part of the street that the *Pearl District Development Plan* from 2001 recognizes and preserves this quality. As such, conflicts, including “near misses,” do arise between transportation modes. With different users competing for space on NW 13th, there is no better time to formalize the street's shared use aspect.

According to the 2012 *Pearl District Access and Circulation* plan, NW 13th is designated as a local street and City Walkway, which is defined as a street that provides access to recreation, transit, and other neighborhoods. It is not designated for a large amount of through traffic. Adjacent and intersecting access streets that are designed to carry heavier vehicle loads include NW 14th, W Burnside, NW Everett, NW Glisan, and NW Lovejoy. However, the local community has perceived an increase in traffic along the street, mirroring traffic congestion increases citywide.

Users of NW 13th

NW 13th is a home for many, a hub of employment, and a place where visitors can experience a part of the history of Portland.

Residents

The Pearl District has one of the fastest growing populations in Portland, and it is projected to add 6,300 new households between 2010 and 2035. Given this growth, the Pearl District has the highest residential density in Portland, with over 1,400 new multi-family units built between 2010–2014.

Employees

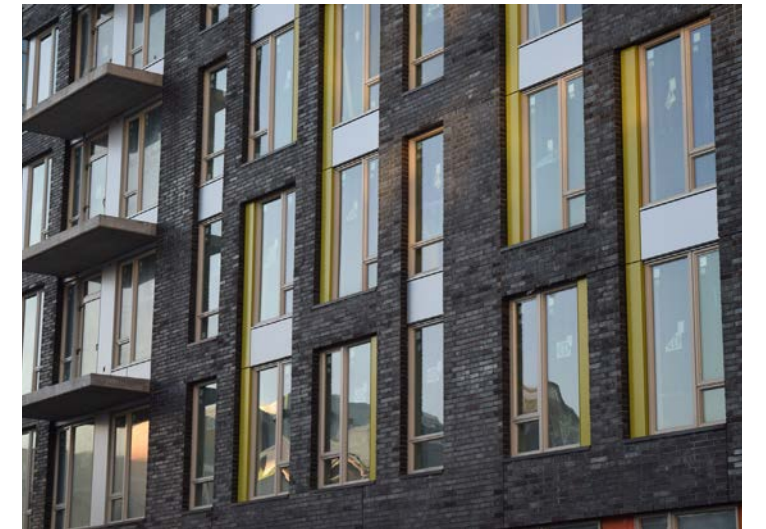
There are more than 70 businesses along NW 13th, many of which are dependent on foot traffic of both locals and tourists. Above these businesses is a mixture of condominiums, apartments, and more businesses with less reliance on unplanned visits. These range from large national businesses (e.g., KEEN, Wieden+Kennedy, 24 Hour Fitness) to creative shared office spaces to smaller “mom and pop” businesses (e.g., Hunt and Gather, Nossa Familia). Most people who work nearby use it for passing through and food, although some use it for shopping and hanging out with friends. In addition, many employees use the street as an extension of their office. However, most employees do not live in the Pearl District, commuting primarily from North and Southeast Portland according to survey responses and Census data.

Employee parking is a major issue, since most streets (and all of NW 13th) have only short-term parking, which may serve patrons but not full-time employees. As one business owner stated, many of her employees must drive to work because they have families.

Visitors

NW 13th, and the Pearl District more broadly, is a destination for local Portlanders and non-local tourists. NW 13th is listed on many tourist pamphlets as a must-see for anyone wanting to explore Portland. Visitors are drawn from nearby attractions to bars, restaurants, cafés, and shopping on NW 13th. Seventeen percent of surveyed people are either visiting the street for the first time or have only been once before, while 64 percent visit weekly or more. Fifty-eight percent of people who neither live nor work “in the area” have visited NW 13th more than once a year, and 33 percent visit weekly or more.

Of all businesses on NW 13th, many see the foot traffic as central to their success, as they on average perceive almost half of their customers coming to their business by means other than personal car (including transit, walking, and bicycle).



7k households
70+ businesses
17% surveyed visiting for first time





Marginalized communities

There are notable groups that fall within the residents, employees, and visitors categories. As a Central City neighborhood that is close to I-405, NW 13th has a sizable houseless population. There are numerous low-income service workers at restaurants and bars on the street who were not documented in survey work. Marginalized communities around race, orientation, gender identity, abuse, and more may not feel safe in such a space. Creating a safer space must be a continual community effort—one which can be supported by planning that prioritizes the needs of the most vulnerable.

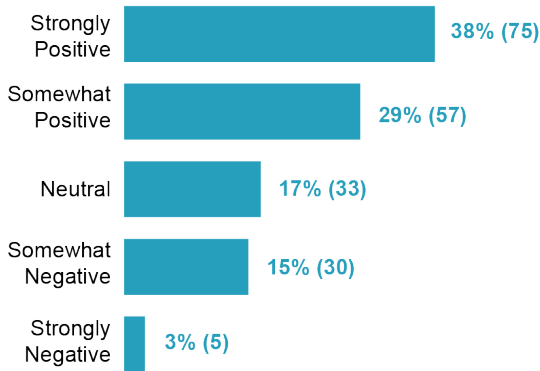
“**As someone who lives/works in the community - the vibe and theme of the neighborhood are very attractive to me. I think the effort to make our neighborhoods unique, fun, and accessible to all in the community are aspects that help our city still feel like home - even as it grows.**

Perceptions of NW 13th

Strengths

In general, many in the community like NW 13th as it currently exists, especially in the Historic District. Sixty-six percent of the 212 people surveyed had a positive view of the street.

Survey Perceptions



212 responses with 115 “Live Nearby,” 73 Visitors (29 first time), 37 “Work Nearby”

Historic nature

When asked what they like about the street, many community members cited the historic nature of the area. More specifically, the loading docks, brick buildings, low building heights, water towers, and painted advertisements on the buildings are common topics. One resident expressed appreciation for the consistency of awnings along the loading docks, saying that it is an ideal place to walk when it rains.

Lively atmosphere

People enjoy the lively atmosphere and mix of uses along the street. Many survey respondents appreciated the vibe, ambiance, and atmosphere of the street, and many stated that NW 13th is a great place for shopping, eating, and just hanging out.

Events

NW 13th is home to many events, especially in the summer months. These events include the monthly First Thursday Art Walk, Pints in the Pearl, Pearl Party, and various events hosted by River Pig Saloon for occasions like New Year’s Eve and Cinco de Mayo. These events draw hundreds of people to the street to enjoy live music, vendors, food carts, and, of course, the pig races.

Shared space

People on NW 13th also appreciate the shared nature of the street. One survey respondent noted that it is “chaotic, but in a good way.” Many people mentioned that they enjoy being able to walk in the street. Others noted the multimodal nature of the street and high levels of activity being positive aspects.

“One of the gems of the Pearl.
— A neighborhood resident

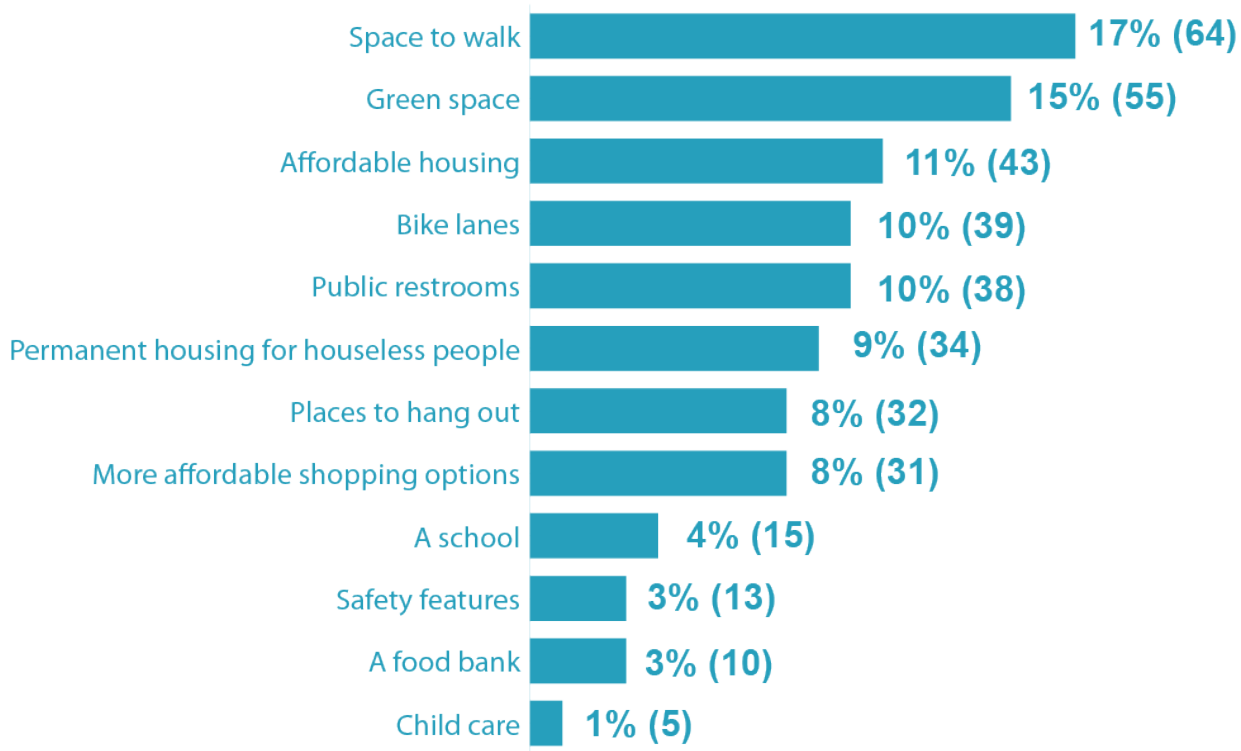


NW 13th is a great place for...

- » siteseeing
- » city living
- » walking
- » hanging out
- » sunbathing
- » people-watching
- » a block party
- » food
- » drinks
- » shopping
- » coffee

“ Too much traffic, but a nice place to be on a sunny day.

17% of survey responses identified “space to walk” as a greatest need for the neighborhood (379 total responses)



Weaknesses

Perceived safety

The most pressing concern expressed by the community was the perception of the street as unsafe due to the mixture of modes and increasing vehicle traffic. Many people shared anecdotes of close calls where they were nearly hit by a car. Of those surveyed who had a strongly negative view of the street, every person cited perceived safety issues surrounding cars as a concern. The head-in parking on the street was commonly mentioned as a concern, as drivers backing out may not be aware of pedestrians in the roadway. Residents of the Northern Housing area reported that they often feel unsafe walking with their children in the road, and worry about them walking home from school along NW 13th. Relatedly, 38 percent of survey respondents identified “space to walk” as the greatest need in the area out of all choices, perhaps because of the feelings of discomfort when forced to interact with vehicle traffic in the street.

Affordability

The Pearl District is home to a large number of affordable housing units, and many of these residents expressed concerns about affordability of services, such as restaurants and retail, in the area. There are few restaurants on or near NW 13th where a typical meal costs less than \$10, and the nearest food cart pod - an affordable food option - is almost a mile away on SW 10th and SW Alder. Additionally, many of the retail stores on NW 13th and in the Pearl, are upscale boutiques. Many residents must travel to other neighborhoods for things such as affordable clothing.

Places to hang out

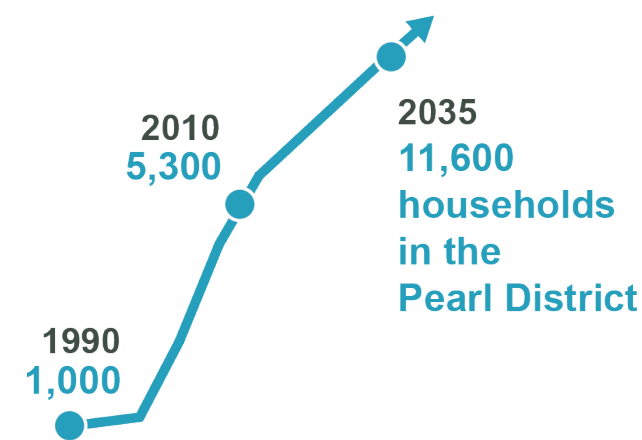
Users of NW 13th expressed the need for more places to hang out. In its current form, the street is often a space that people pass through, rather than sit and linger, despite many people stating that they enjoy the ambiance. There are limited seating options available outside of restaurant patios.

Community connections

While many of the apartment buildings have strong community ties within the buildings, residents often feel disconnected from the other people who live in the neighborhood. Rethink Streets held a visioning workshop for NW 13th with residents in the Abigail and Ramona apartments, and heard a desire for more community events. Residents felt that NW 13th has the potential to be a gathering place for such events.



Why make a plan for NW 13th?



Estimated growth from the *Central City 2035* draft.

What does the future hold?

Portland is currently experiencing a development boom, and the Pearl District is no exception. In total, new developments within one block of NW 13th will bring approximately 1,000 new residential units, including 93 affordable units, 190,000 square feet of office space, and several new retail spaces.

Future changes to NW 13th should support the influx of people brought about by these developments, and promote access and connections to proposed infrastructure changes and public space improvements.

Plan for anticipated rapid growth

The Pearl District has been a hub of growth in the Central City. In 1990, there were only 460 households in the neighborhood. In 2015, there were 6,971 households, an incredible 1,415 percent increase. The City of Portland’s *West Quadrant Plan* has set aggressive goals for the Pearl District - adding 6,300 housing units and 4,000 jobs by 2035.

As the Pearl District continues to grow, NW 13th needs a plan to help this street adapt to this rapid growth and associated challenges. The community identified an increase in motor vehicles as an issue for congestion and perceived safety. Affordability is already a concern from many residents and businesses and may continue to price out even more people.

Without addressing these issues now, these problems could impact the qualities that people enjoy about the street. The street is often used as a public space for events, several restaurants feature outdoor seating on docks above the street, and Chapman Elementary at the Ramona has an outdoor playspace facing the street.

The Pearl District is already held in esteem as a well-planned, walkable neighborhood. Given these factors, NW 13th is an ideal street to try a new approach for how we think about an urban, neighborhood street - centered around people and the community instead of through traffic.



Support existing plans

This plan is informed by and works to support existing planning goals for the neighborhood, city, and region.

The *Central City 2035* draft helps inform much of the plan for NW 13th. First, it sets a broad goal to “design streets to be great places,” which encourages thinking more creatively about how the street is used. Second, it identifies the Central City as a place where walking should be the primary way to get around. Third, it lays out a goal

for 80 percent of commute trips to and from the Pearl District to be non-single occupancy vehicle.

The *West Quadrant Plan* plans for extending the City’s downtown retail core into the Pearl District to NW Glisan along NW 13th, which speaks to a need to maintain and strengthen the business community along the street. The City’s *Climate Action Plan* calls for an 80 percent reduction in local climate emissions, which charges the team with thinking of ways to reduce vehicle use on NW 13th.



Vision

There are other streets in Portland with loading docks instead of sidewalks. There are other streets in Portland that are “shared streets” where pedestrians, bicyclists, and motorists are all designed to use the same space. There are other places in Portland where mixed land uses prevail and liveliness carries on throughout the day and night.

Only one street in Portland has all three of these characteristics - NW 13th in the Pearl District. This street is unique for Portland, and Rethink Streets wants to elevate the qualities that make it special while addressing its challenges.

First, to achieve this vision, the street should become focused around pedestrians and foster a stronger sense of place.

Second, four overarching goals inform this vision: vibrancy, inclusivity, community and comfort.

A pedestrian-focused street

Rethink Street recommends making pedestrians the priority on NW 13th. In the short- to medium-term, this means formalizing the shared street that exists on NW 13th. In the long-term, this means making the street car-free.

Bicycles can still share the street with pedestrians, but this vision will prioritize pedestrians. This means taking space from car movement and parking and creating space for people who are walking.

Building a sense of place

The Historic District already has a strong sense of place. Its identity is reinforced by 100-year-old buildings topped with wooden water towers, and its character is enhanced through a shared space where people like to spend time. This specific sense of place does not extend north of NW Johnson, where the historic identity ends and the shared space street is not as defined. Here, the neighborhood has an urban identity because of its density, but lacks a particular character.

Through fostering a sense of place centered around a pedestrian-focused street, NW 13th can become a more unified space while celebrating the aspects that make each street section different.

The street is much more than just a unique physical space, and Rethink Streets created four goals that can create a better street for the local community and neighborhood as a whole.

Slow speeds for motor vehicles

Outdoor café seating

Walking space separate from cars

Convenient bicycle parking

Seating along street

Human-scale lighting

Diverse groups of people

Storefronts oriented towards street

Planters and other forms of greenery





Vibrancy

NW 13th is already a place where people like to spend time. The street is home to many events throughout the year, including the First Thursday Art Walk and the annual Pearl Party. The mixture of businesses and shops with restaurants and bars keep the street busy from the early morning hours until late at night. Strengthening NW 13th’s vibrant atmosphere to make it more pedestrian-friendly is a major goal for this plan.

The shared street has a strong identity and character throughout, especially in the Historic District. The street is a vibrant place to be, and this is a goal that Rethink Streets wants to maintain and enhance.



Inclusivity

For NW 13th to be a successful street, everyone must have the ability and opportunity to enjoy the street. Right now, that is not the case. The Northern Housing street section has several affordable housing complexes, but residents often cannot afford to eat or shop in the place where they live. Oregon is a state that is aging faster than the rest of the country, and the Pearl District has a larger population of adults over 65 than the rest of Portland. Houseless individuals spend time or sleep on NW 13th.

The shared nature of the street and historic loading docks create barriers for people with mobility issues who want to eat or shop, and affordability issues provide challenges for others. Providing services and opportunities for this group will help make the street inclusive for everyone. Rethink Streets strongly believes that a more inclusive street can create a much better place for everyone.



Community

The Pearl District is a growing community. When coupled with the neighborhood’s commitment to affordable housing and the City’s inclusionary housing policies, the neighborhood will only become more economically diverse over time. The affordable housing complexes feel isolated from the neighborhood, but they are building their own community centered around Friendly House, a non-profit neighborhood center located inside the Ramona at NW 13th and Quimby. While people within individual buildings might have a community, there is little feeling of community between apartment complexes.

This goal of fostering community is focused specifically on the apartments in the Northern Housing section of the street, but it also informs a broader streetwide goal. It is possible to help build and cultivate a sense of community among a large group of neighborhood residents who feel disconnected from each other.



Comfort

Moving around NW 13th is not straightforward for anyone. Only two of the 17 blocks that comprise NW 13th have sidewalks. Many people enjoyed the street’s chaotic mixture, but many also expressed feeling unsafe or uncomfortable walking so close to moving traffic. In a survey question that asked people how they felt about NW 13th, the only people who felt strongly negative about it said it was because they felt the street was unsafe and they wanted space to walk.

As a result, a fourth goal of this plan is to improve comfort along the length of the street. This includes reducing potential conflict between modes and making it more pleasant to walk, bike, and take transit on and around the street.

“ From my perspective, 13th is the most unique and desirable street in Portland because of the historic buildings and docks and the chaotic mix of peds, bikes and cars. It has functioned as a case study for the “universal” street concept and how it can create a valuable human scaled street scene.

— A former KEEN contractor



Process

Process

Rethink Streets developed, and followed, a process that allowed us to identify the needs of users of NW 13th, and develop phased solutions to meet those needs.

Because this plan is centered around the needs and visions of residents, employees, and visitors of NW 13th, there was a heavy emphasis on approaching community engagement from multiple angles to make sure that our recommendations reflected the community's input.

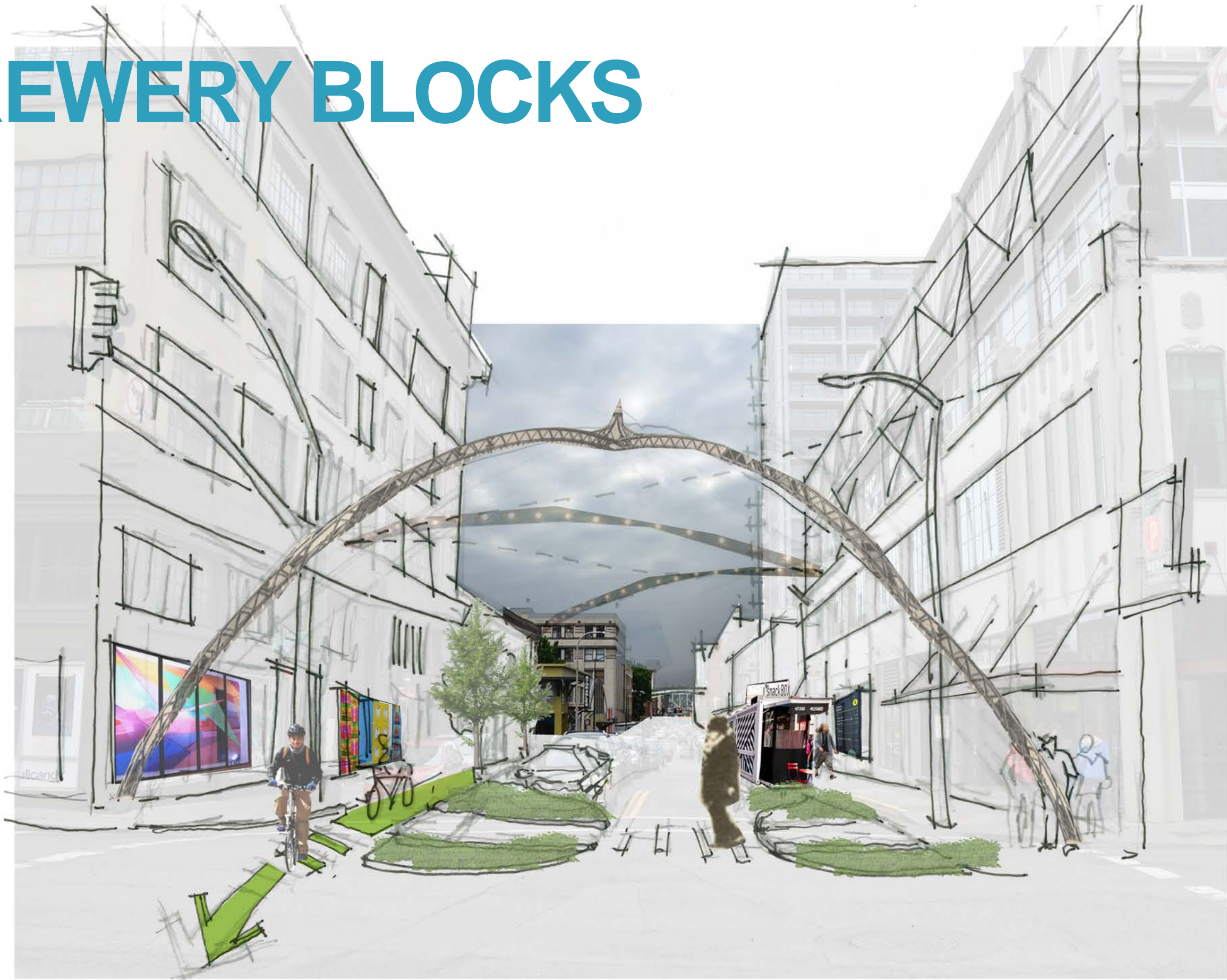
Our team researched case studies of projects working in public and shared space to fulfill needs in other communities. We took ideas from these case studies and created a list of actions for the PDNA that (1) strengthened the assets, (2) addressed the needs, and (3) met the goals our team identified for NW 13th.





Recommendations

BREWERY BLOCKS



HISTORIC DISTRICT



NEIGHBORHOOD SERVICES



NORTHERN HOUSING



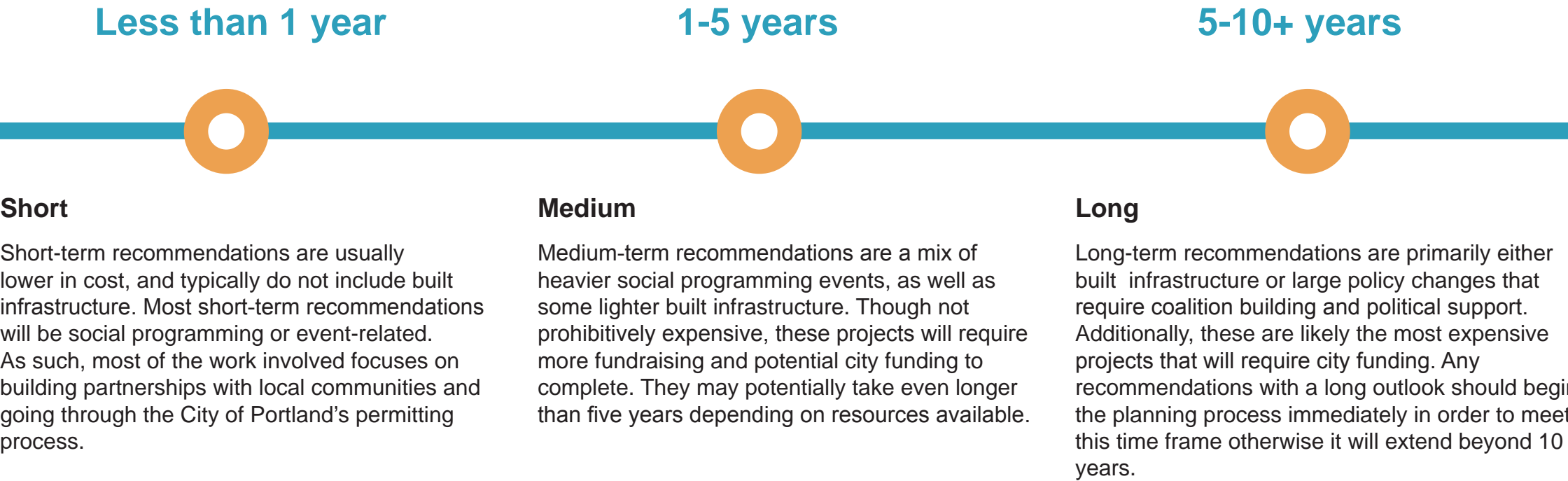
Icon overview

BB	Brewery Blocks
HD	Historic District
NS	Neighborhood Services
NH	Northern Housing
Built	Action for the built environment
Social	Action regarding social or community-building aspects
Policy	Action focused on policy at the local or state level
\$	Low-cost
\$\$	Medium-cost
\$\$\$	High-cost

Abbreviations for agencies and organizations

BDS	Portland Bureau of Development Services
BES	Portland Bureau of Environmental Services
BPS	Portland Bureau of Planning and Sustainability
ODOT	Oregon Department of Transportation
ONI	Portland Office of Neighborhood Involvement
PBA	Portland Business Alliance
PBOT	Portland Bureau of Transportation
PDBA	Pearl District Business Association
PDNA	Pearl District Neighborhood Association
PPB	Portland Police Bureau
PPS	Portland Public School
RACC	Regional Arts and Culture Council

Phases for implementation



Goal 1: Vibrancy

In talking to people on the street, they are drawn to the space because it is lively, has good restaurants and shopping options, and has an interesting historic character. The street is a vibrant place to be, and this goal seeks to maintain and enhance this quality.

Strategies

Beautification

- Action 1: Public art
- Action 2: Hang decorative elements along street
- Action 3: Vertical green features
- Action 4: Bioswales
- Action 5: Enhance underutilized block from Northrup to Overton
- Action 6: Trash and recycling

Encourage lingering

- Action 7: Street seating
- Action 8: Lighting
- Action 9: Open container

Foster sense of place

- Action 10: Gateway
- Action 11: Self-led walking tour
- Action 12: Wayfinding
- Action 13: Paint intersections

Make it easier for events

- Action 14: Street closure infrastructure
- Action 15: Streamlined event process
- Action 16: Infrastructure and standardization for events



Beautification



| Public art |



For a neighborhood that hosts multiple art events a year, there is a surprising lack of public art.

Public art is fairly common in Portland. Murals line streets throughout Downtown and many Central City neighborhoods. NW 13th, however, is unusually bereft of the same quality and quantity of public art. This is particularly unfortunate because the street is home to the popular First Thursday Art Walk, and the neighborhood at large has many smaller art galleries.

Perhaps more than the expectation of art within a perceived art neighborhood, however, is that people simply enjoy walking near interesting things. Public art is one way to

cheaply and relatively easily turn a drab wall or landscape into something more fun and enjoyable for people to walk near.

With man blank walls, windows, and docks, NW 13th could easily accommodate more art along the street. From vibrant, lighted displays in the Brewery Blocks all the way up to the Northern Housing, public art can make a world of difference to the perceived vibrancy and activity of any given place.

Partners

- » RACC
- » BDS
- » Property owners, businesses, residents

Next Steps

1. Locate areas where murals, public art, or statues might be desired.
2. Contact RACC to inquire about potential grants.
3. Contact BDS for any potential permits or use of the right-of-way.
4. Engage with businesses and residents to gather support.



Case study

Roosevelt High School in Minneapolis serves as a prime example of what public art can achieve in an otherwise blank environment. The end result was a piece called “Connections Gallery” that not only brought people out to view and appreciate the art, but involved the community at large, and in particular the high school students.

BB	HD	NS	NH
Built	Social	Policy	
Short	Medium	Long	
\$	\$\$	\$\$\$	

| Hang decorative elements along street |

Partners

- » Property owners
- » PBOT
- » BDS

Next Steps

1. Contact PBOT to discuss minimum height regulations for decorative elements hanging across street.
2. Discuss any design restrictions related to decorative elements hanging across street with BDS.
3. Create and install flags.

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Decorative elements help to reveal and enhance the underlying identity of a community.

In the Northern Housing area, the blocks are lined with large apartment buildings, each holding hundreds of people. There is a lack of unifying character within the street that identifies this community. In an effort to reclaim the street as public space, we recommend hanging flags or other decorative elements along the Northern Housing blocks between NW Overton and NW Raleigh. Keeping them about 20 feet off the ground

will maintain pedestrian scale. Hanging elements, such as flags, would brighten the street and add liveliness to the center of the street, rather than simply decorating either side (further pushing pedestrians to the edges of the street).

Case study

The famed Thamel District in Kathmandu, Nepal is strung with layers of multicolored prayer flags floating in the breeze. These add a sense of place to the chaotic streets, a consistency in character and a calmness to the hustle and bustle of the busy streets below.



| Vertical green features |

Bringing a piece of nature to NW 13th.

Community engagement has clearly stated that greenery is essential to improving one’s experience in urban areas. Additionally, many community members agreed that access to nature created a feeling of peace, and green space was fourth-most requested need in survey results.

The industrial character of NW 13th inspires an approach to including greenery that goes beyond traditional street trees. Planting vertical green features, such as climbing vines and green walls, adds interest to the street and surrounding buildings.



Case study

Examples can be found both locally, at the EcoTrust Building in the Pearl, and at the Speicherstadt industrial district in Hamburg, Germany. Both use ivy, which stand out against the historic red brick. Specifically, the street should bring back ivy along certain brick buildings, such as BridgePort Brewing, which had ivy growing along the old bridge prior to the western building's renovation.



Partners

- » Property owners
- » Metro
- » Businesses

Next Steps

1. Contact property owners.
2. Discuss plant options with owners and Metro natural gardening program.
3. Plant suitable greenery that will not damage building structure.

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Built	Social	Policy	
Short	Medium	Long	
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| Bioswales |

Partners

- » BES
- » PBOT
- » Residents, businesses, and property owners

Next Steps

1. Identify areas where bioswales could be successful.
2. Collaborate with BES and PBOT.
3. Identify community groups to take care of bioswales.
4. Fundraise or write grants as needed for installation.

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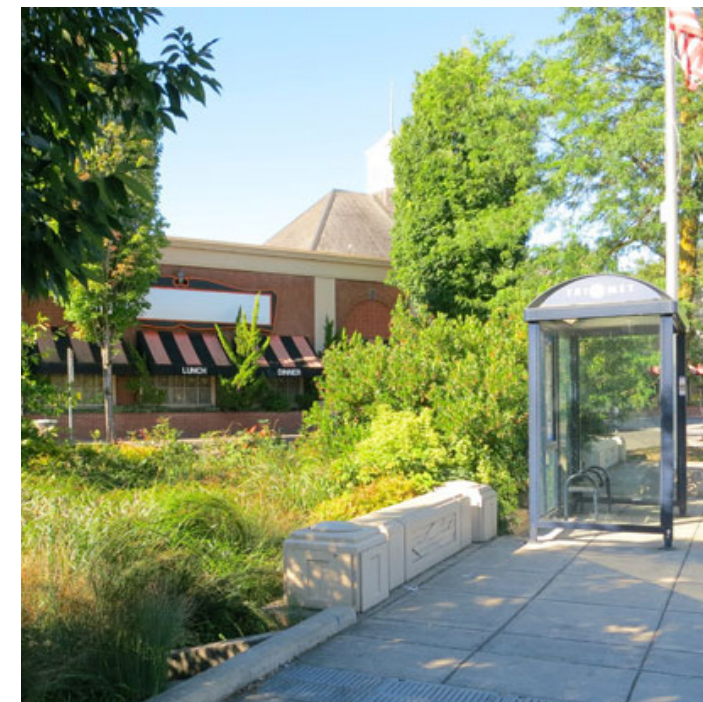
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Sustainable bioswales off NW 13th provides greenery without compromising the industrial feel.

Bioswales provide a number of beneficial streetscape effects. They combine much desired green features with the environmental effect of filtering stormwater before it goes into the sewer system. Ancillary benefits typically include the creation of bulb-out curbs that shorten the crossing distance over a street for pedestrians.

One limitation for NW 13th, however, is that there are no curbs along much of the street. Due to this constraint, it makes more sense to argue for bioswales to instead be built within the Brewery Blocks, where traditional curbs and sidewalks are present on NW 13th, or on cross streets where curbs and sidewalks exist.

While bioswales can be expensive to build out and install, there is currently money to pay for this through various grants made by the Portland BES. However, this is a time consuming process, and it is important to begin identifying where bioswales can be beneficial along the street. Additionally, any bioswale will need to have volunteers who can take care of it going forward, as the City will not want increased maintenance costs, which can either come from volunteers living nearby, local businesses, or property owners.



Case study

Sandy Boulevard in Portland is a case study in how bioswales can become both a green, sustainable feature and a traffic calming place-making streetscape amenity. Built in the mid 2000s, bioswales line the street for about 30 blocks, creating a better pedestrian environment along a busy thoroughway.

| Enhance underutilized block from Northrup to Overton |

Providing a transition from the bustle of Neighborhood Services to Northern Housing.

Many residents in the Northern Housing area travel south along NW 13th (for groceries and transit connection) regularly. Along this route, pedestrians pass through the block between NW Northrup and NW Overton, which is largely devoid of activity, save for head-in parking along the east side. Additionally, there is little lighting in this area, adding to the empty feeling and impacting perceptions of safety.

Design improvements will turn this block into a decompression zone for those leaving the hectic city streets to the Northern Housing section. Removing head-in parking and changing it to diagonal or parallel parking creates less of a chance of car-pedestrian conflict. The addition of greenery, a water feature, and other natural elements would create a feeling of peace along the street, which is desired by the community.



Research

Bird song has been studied as the most effective way to increase perceptions of safety. By illuminating the area, providing a safe place for walking for those who need it, and adding sounds and images of nature, this area provide a small respite for those transitioning from the hectic day to their homes at night.

Partners

- » PBOT
- » BDS
- » Renters, property owners
- » Businesses between NW Northrup and NW Overton

Next Steps

1. Contact property owners, BDS, and PBOT.
2. Meet with tenants in Northern Housing to discuss desires for space, focusing on families, persons with different abilities, and elderly.
3. Map out plan for blocks, working with property owners and PBOT.
4. Raise funds to pay for improvements.

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| Trash and recycling |

Partners

- » Property owners, businesses, community groups
- » Public Hygiene Lets Us Stay Human (PHLUSH)

Next Steps

1. Find businesses along NW 13th to sponsor trash cans.
2. Find places on NW 13th where trash cans are not within a block and/or debris is consistently a problem.
3. Speak with businesses and BPS to install trash along NW 13th.

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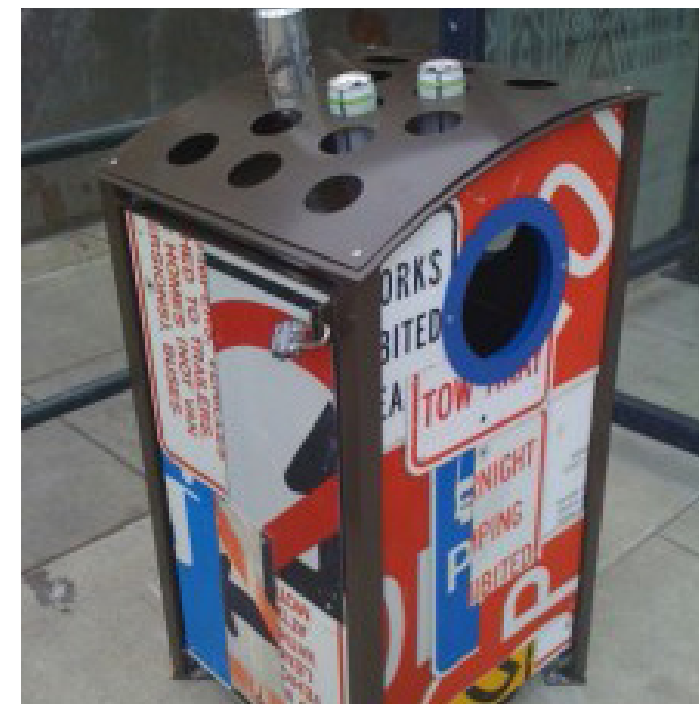
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Provide a necessary amenity for residents, visitors, and businesses.

Rethink Streets consistently heard from businesses in the Neighborhood Services section that trash and debris were a problem. A simple beautification project would be to increase the numbers of trash cans on the street. BPS has limited funds for maintenance on these cans, and sponsorship would be necessary. Already on the southern end of NW 13th there is a sponsored trash can through the PDNA with the Children's Healing Art Program. It is colorful and adds vibrancy to the street while also providing a much needed amenity.

A possible partner with this project is PHLUSH, which recognizes that things like trash cans, public toilets, and hygiene services provide an opportunity for houseless people to maintain a level of self care and not feel forced to leave debris on the street. This is essential to maintaining a vibrant commercial district, let alone provide services for those who need them.



Case study

The City of Portland spent about \$335,000 in 2013 for collection and maintenance of its 805 trash cans. Of these, over 600 are in Downtown. Alberta Main Street worked with local artist Ivan McClean to use Portland Main Street grant funding to design and install 19 trash containers along NE Alberta.



Encourage lingering

| Street seating |

Partners

- » Friendly House
- » Residents
- » PDBA
- » Businesses
- » PBOT

Next Steps

1. Contact and organize residents and businesses along NW 13th to gather support.
2. Read and become familiar with PBOT's Street Seats program.
3. File an application with PBOT to take over a parking spot for seating.
4. Fundraise and/or build out seats for the street.

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Street seating adds life to the streetscape, inviting people to enjoy seating outdoors and benefiting local businesses.

Public seating has been identified as a missing ingredient to the activity on NW 13th. While there is a smattering of seats around the street at large, the public seating options are either in remote, undesirable locations, such as the long bench between W Burnside and NW Couch, or are perceived to be for customers of the businesses they are near. Additionally, most of these seats are on docks, which can be difficult for some to reach.

With this in mind, putting additional public seating on the street should be explored. This can be done in a number of ways. The most established method currently is through PBOT's street seats program. This is an official application program that allows for a business or community to take over a parking space and create

a seating area instead. While much of this space is often used for additional served tables at a restaurant, there are other examples where the street seats are used as more of a public space. One limitation of this program is the potential need to pay additional money to recover lost parking meter revenue. Partnering with a business or fundraising will be integral to the process.

Another option for street seating would be to have temporary, movable seating near the Northern Housing. Given the continued shared use nature of the street, our group saw a desire for additional public seating, especially for caretakers while their children played in the street. Such a program would need to be run by a local community partner or one of the apartments.



Case study

San Francisco's Parklet Manual provides a case study on how best to implement street seats within a neighborhood and how designs can be created with the community in mind, as opposed to traditional, mass produced benches or public seating.

| Lighting |

Nighttime illumination encourages lingering and increases perception of safety.

NW 13th lacks a distinct lighting character along its streets. From the Brewery Blocks up to the Northern Housing area of the street, the lighting can vary. This is especially odd given that most of the street does have a fairly specific design characteristic. As such, we recommend taking lighting to the next level, not only to increase the feelings of comfort, but also to enhance the experience for walking in the street and encourage lingering in the space. By bringing in string lights (focused downwards so as not to shine in the windows of the residences above), lower light posts, and sconces attached to the docks, NW 13th will allow people to feel that the street was made for them, not cars. Similar lighting features already exist on other areas in the neighborhood.

By combining different types of lighting, we will both enhance the ambiance of NW 13th as well as improve the feeling of safety for pedestrians and motorists. This lighting should continue the industrial look and feel of NW 13th. While pedestrian scale lighting will attract people to businesses and improve the safety for motorists and pedestrians alike, encouraging people to linger in the area with vibrant and atmospheric lighting is perhaps more important to establish a place. Such lighting will also bridge the gaps in areas where there are not businesses open at night or the entrances to apartment complexes.



Case study

Rather than deal with the high cost installation of pole street lights, Copenhagen has strung lights across the street about three or four stories up, allowing streets to be well lit without having poles as obstacles in the right of way.

Partners

- » PGE/Pacific Power
- » BDS/Prosper Portland
- » PBOT
- » Property owners

Next Steps

1. Map out lighting existing conditions on NW 13th, noting where there are dark spots, residents, night time activity, and existing lighting.
2. Talk to PBOT to discuss installing new lighting.
3. Reach out to property owners and businesses to gauge interest in possible lighting options by block.

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| Open container |

Partners

- » PPB
- » OLCC
- » PDBA

Next Steps

1. Research Hood River's open container policy and process.
2. Gather support from residents and businesses.
3. Create a good neighbor agreement.
4. Talk to PPB and OLCC.

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Case study

Lyon's linear park along the Rhone River is a popular place for people to congregate and enjoy a glass of wine or a bottle of beer. On warm summer nights, thousands of people stroll to the riverbank in the French city and sit and socialize over alcohol. The scene is not overly loud - instead it is a relaxing and pleasant place to be.



Allowing people to relax on the street - wine not?

NW 13th is already home to several events with alcohol, including the First Thursday Art Walk and Pints in the Pearl. Additionally, several breweries and bars are located on or within one block of NW 13th.

These events bring lots of people to the Pearl District. The street is well-suited for events with alcohol, but locals are concerned about noise late at night and on the weekend. Creating an open container policy along NW 13th could solve this problem while bringing more people to the street and creating a vibrant atmosphere.

In only allow outdoor alcoholic consumption in specific events, it concentrates activity and noise. By creating an ongoing open container policy, alcohol on the street will be more informal. Doing so can bring more life onto the street and bring people to linger.

The details, especially around a good neighbor agreement, would need to be worked out with local residents and businesses. Ensuring that the street is not overly noisy at late hours must be addressed. However, the benefits that it can bring for the street should not be ignored in the face of potential local opposition.



Foster sense of place

| Gateway |

Partners

- » PBOT
- » Local artists

Next Steps

1. Design a gateway that reflects the history and character of the street.
2. Fundraise for construction.
3. Collaborate with PBOT for installation in the right-of-way.

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“ When I cross Burnside, it feels like I’ve arrived home. —Pearl District resident

The *2008 West Quadrant Plan* calls for a gateway at the intersection of W Burnside and NW 13th, in order to create a connection between the West End and the Pearl District. This also reflects the *Central City 2035 Plan*’s goal of extending Downtown’s retail core to the Pearl District. There is precedent for a gateway along W Burnside, as seen on NW 4th crossing into Old Town Chinatown.

Walking workshop participants express that crossing W Burnside acts as a signal that they are home, that they have officially reached the Pearl District. Constructing a gateway would formalize and reflect this transition.

Furthermore, it would serve to activate the area. The Brewery Block section of NW 13th is fairly devoid of activity. Adding a gateway element would create interest, and draw people towards the shops and restaurants of the Historic District.

The design of the structure provides an opportunity to work with local artists to create a gateway that honors the industrial past of the street, and builds upon the identity of NW 13th.



Case study

Portland’s Great Light Way ran along SW 3rd street in the early 20th century. The lit metal arches illuminated the street for many blocks. These arches could act as inspiration for a gateway across NW 13th, with design elements that invoke Portland’s past.

| Self-led walking tour |

Engaging with the history of NW 13th.

A self-led historic walking tour would allow visitors to the street to learn more about the industrial past of NW 13th. Such a tour would increase foot traffic along the street, and promote the identity of the street as a unique and historic place.

In-depth information about the past of many of the historic buildings on the street can be found in the 1987 application to register NW 13th's Historic District. This information could easily be used to create a map and brochure about the route. Signage at each site would provide further information, or a mobile app could be developed for the tour.




Partners

- » Oregon Historical Society
- » City of Portland Archives
- » PBOT
- » Travel Portland

Next Steps

1. Determine which historic sites and buildings to feature on the tour, through collaboration with community and historical societies.
2. Design signage, a map, brochure, and/or an app to guide visitors on the tour.
3. Collaborate with property owners and PBOT to install signs.



Case study

The city of Albury in Australia commissioned the creation of a mobile app for a self-led historic walking tour. The app includes walking directions, historic pictures, and site information. This is a low-cost way to set up a tour, without the need for installing signage or printing brochures.

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| Wayfinding |

Partners

- » PBOT
- » PDBA
- » Travel Portland
- » Local artists

Next Steps

1. Work with the community to determine where wayfinding should be located, and what should be included on signage.
2. Collaborate with PBOT for installing signage in right-of-way.

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Guiding people through the “gem” of the neighborhood.

Wayfinding signage is an essential feature of urban areas, especially those which experience a large number of visitors, such as the Pearl District and NW 13th. Wayfinding nearly always includes directional arrows and a map, but, as seen in this example from Governor’s Island in New York, space can also be provided for community and business information, and fliers for upcoming events.

The signage should be designed to reflect the character of the area, and reinforce the identity and “brand” of NW 13th. Collaboration with Pearl District artists should be considered. Community members should collaborate with business owners to determine which destinations should be highlighted.



Case study

Walk [Your City] allows communities to create customized, low-cost wayfinding signage. Pedestrians are encouraged to explore a place through creative descriptions of destinations and information about how long it takes to walk to a place. This approach could be a short term action, used to pilot ideas for a more permanent wayfinding system along NW 13th.

| Paint intersections |

Forging an identity, and strengthening community - all through paint.

Portland's City Repair Project has helped communities paint more than a dozen intersections and bring communities together to build an identity through art. These paintings have helped create sense of place at an intersection and built something much greater than the sum of its parts.

Through painting an intersection, the Northern Housing section residents can unify around an identity that they want to project to the neighborhood and to the city. Creating such an identity will build community among residents and help create a sense of place in a less vibrant section of NW 13th.

Rethink Streets sees two suitable locations for an intersection repair: NW 13th and NW Pettygrove, or NW 13th outside of Chapman Elementary (between NW Quimby and NW Raleigh). NW Pettygrove has been designated as a "green street" in the *Pearl District Access and Circulation Plan*, and it is one of the Pearl District's Safe Routes to School routes. This intersection seems a suitable location for an intersection. An alternative would be outside of Chapman Elementary, which would be a painting of the street instead of an intersection. A repair here could be centered around the school or Friendly House.



Case study

Sellwood's Share-It Square is much more than a painted intersection. It is also a space for sharing within the community. Stands at each corner of the intersection allow people to borrow books, tools, and resources as needed. According to surveys, residents feel that the intersection painting project has helped lower crime and improve traffic safety in the neighborhood.

- Partners**
- » City Repair
 - » Friendly House
 - » PBOT
 - » PPS
 - » Local artists
 - » Residents

- Next Steps**
1. Determine which intersections to paint.
 2. Contact City Repair.
 3. Organize with Friendly House and residents in the Northern Housing.
 4. Contact PBOT to get permits.
 5. Plan a date to paint.

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Make it easier for events

| Street closure infrastructure |

Portland is no stranger to permanent infrastructure for temporary street closures.

Pedestrianizing the street was brought up consistently in every community engagement event, business surveys, interviews with stakeholders, and in discussions with the PDNA. Due to this, Rethink Streets recommends a phased approach to closing down portions of the street. Given that there are already a number of events throughout the year that close down portions of NW 13th, formalizing this process is needed.

Some streets around the country, including one in Portland at SW Main and Broadway, have temporary gates that can be lowered to remove automobile traffic. To begin this process, temporary bollards could be used at key blocks to close the street during events. This would allow for the general population to recognize what they are and get used to seeing them, primarily during the summer event months. This

process should begin at the blocks most commonly used for existing events, those between NW Flanders and NW Irving.

As the street grows more pedestrian friendly, and as the population gets used to the street being closed, the bollards can be installed on a semi-permanent basis. An example of this can be found in Bogota, Colombia where one of the major thoroughways is closed to bicycle and pedestrian traffic only on Sundays.

One key issue for any sort of closure will be trucks making deliveries for businesses along the street. If it is established that these trucks can slowly move through the street during specific times (such as mornings), access can continue even during street closures.



Case study

The Open Streets Guide demonstrates the benefits of closing streets for use by people rather than automobiles. One of their primary success stories is New York City's "Summer Streets" program. For three Saturdays within a single month, the city closes down nearly seven miles of roadway. Drivers have since grown accustomed to this annual event and have adapted.

Partners

- » PDBA
- » PBA
- » PBOT
- » Property owners

Next Steps

1. Contact businesses on the street to garner support.
2. Fundraise for the installation of temporary bollards that can be placed and removed as needed.
3. Conduct a traffic analysis to showcase impact of street closure.
4. Work with PBOT and businesses to develop a plan for deliveries during closures.

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| Streamlined event process |

Partners

- » Livable Streets Strategy (PBOT)
- » PDBA
- » Residents

Next Steps

1. Contact PBOT to set up a meeting or presentation on the Livable Streets Strategy.
2. Organize community groups and residents for an information session.
3. Create a section on PDNA website with simple, easy to understand information on the new Livable Streets Strategy and how people can utilize it.

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Use the Livable Streets Strategy to allow residents and businesses to activate their streets.

Currently, NW 13th hosts a number of annual and one-off events, which bring both residents and visitors to the street to celebrate and connect themselves to the area. Many businesses use these events to increase foot traffic within their stores. As it exists now, the process for hosting events on the street is confusing, including multiple permits from many different City departments. By streamlining the process for people and organizations interested in creating events, we are increasing the number of events. These events are opportunities to close down the street temporarily, allowing pedestrians to reclaim NW 13th.

The new process will include working with the Livable Streets Strategy to manage any street closure process for the event, as well as create a handbook and one-stop shop webpage for those interested in hosting events. This will include all permits needed, information on what the permits are for, and to which department one would deliver each permit. The website and handbook will include information regarding security, clean up, insurance, emergency services, as well as city services and resources, and a project manager to help along the way.



Case study

To assist in planning festivals and events in Chandler, AZ, the city compiled a handbook for hosting festivals and events, which contains information on Chandler event venues, and directions on how to file applications for event permits and licenses. Chandler encourages the production of community events and assists applicants in ensuring that these events are clean, safe and beneficial to citizens. Since enacting this process, the city averages about 75 events each year.

| Infrastructure and standardization for events |

Creating templated events to prevent conflicts with surrounding properties.

Feedback from the business community along NW 13th revealed difficulty in planning events on the street. NW 13th should be formalized as a street for Pearl District events, including installing infrastructure which allows for easy event set-up. In order to make events easier, we recommend standardizing specific event features within the Historic District along with a template for the following:

- » Specific locations for vendor stalls so as not to block ramp access.
- » Specific location for porta-potties.

- » Infrastructure for utilities, including water and electricity hook-ups within the street which may be accessed for events.
- » Recommendations for where to place noise-generating events such as music so as not to disturb surrounding residents.



Partners

- » PDBA
- » Property owners
- » Business owners
- » PBOT

Next Steps

1. Contact PDBA to confirm how events on NW 13th work.
2. Diagram Historic District blocks for initial site plan (required for all street fair permits) with street names, private property lines, sidewalk and curb lines.
3. Work with local groups, property owners on Historic District blocks, PBOT and event planners to create base map for events to use.
4. Discuss electricity options with PGE.
5. Focus group with residents in Historic District to create good neighbor agreements regarding events.

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Goal 2: Inclusivity

For NW 13th to be a successful street, everyone must have the ability and opportunity to enjoy everything that NW 13th and the Pearl District has to offer.

Strategies

Improve access to businesses

- Action 17: Bridge to the waterfront
- Action 18: Improving dock access
- Action 19: Construction street closure notice
- Action 20: Help businesses become age-friendly
- Action 21: Plan for upcoming neighborhood investments

Provide and sustain affordable options

- Action 22: Encourage food carts
- Action 23: Start a farmers market
- Action 24: Affordable business stability
- Action 25: Public restrooms



Improve access to businesses

| Bridge to the waterfront |

Partners

- » PBOT
- » BPS
- » Prosper Portland
- » Union Pacific Railroad
- » BNSF Railroad

Next Steps

1. Gather community and business support.
2. Petition PBOT to get bridge included on the next revision of the access and circulation plan.

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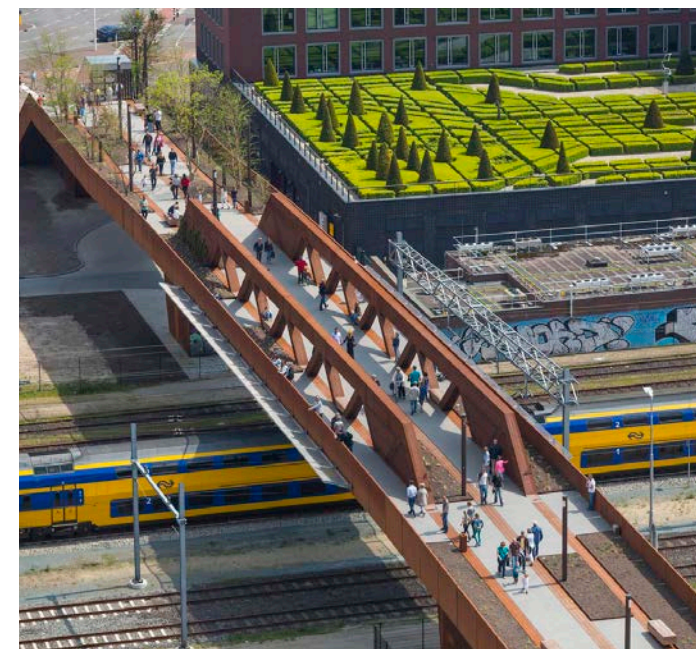
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Creating more connections between NW 13th and the waterfront.

At its northern end, NW 13th dead ends into railroad tracks and NW Naito. Extending the street with a pedestrian and bicycle bridge over the tracks and major roadway to the Willamette River would provide another connection from the Pearl District to the waterfront, emphasize walking and bicycling as a means of transport, and create more ways to navigate across these two substantial neighborhood barriers.

The 2008 *North Pearl District Plan* first created an action item for building a pedestrian and bicycle bridge at this location. Providing the connection here would further elevate the status of NW 13th in the Pearl District as a place of connection and access to reach desired destinations. Significant barriers exist, however. Funding capital would need to be raised to build this bridge, and city and neighborhood partners would need to work with the railroads to make this bridge happen.



Case study

The Paleisbrug Bridge in 's-Hertogenbosch, Holland is a notable pedestrian and bicycle bridge over railroad tracks. This bridge connects schools and universities on one side with the downtown core on the other. Architects also see the bridge as an opportunity to incorporate park-like features, such as landscaping, lighting, and creative seating that harken back to the railroad below.

| Improving dock access |

Ensuring that people of all ages and abilities can use NW 13th historic docks.

The NW 13th Ave Historic District was added to the National Register of Historic Places in 1987, and the City adopted the *NW 13th Ave Historic District Design Guidelines* in 1996. These two actions preserved the loading docks on the street, and have helped shape the physical nature of the street today.

As a result, many of the loading docks on NW 13th are only accessible by staircase, and other docks have ramps that are steep or narrow, and thus difficult for anyone with a stroller or mobility device to use.

To improve compliance and accessibility for the people of all abilities, the PDNA should work with PBOT and the City's Americans with Disabilities Act (ADA) program manager. Together, the biggest barriers can be identified, and solutions can be laid out. Going beyond being simply compliant to the code makes a huge difference on nontraditional streets like NW 13th. Certain streets have docks with ramps only on one side, or elevators which slowly lift people up to the elevated area.

This is not only impactful on people with recognized disabilities, but people with strollers as well. As one mom said, "I thought about going inside to ask how I could get in with my stroller, but then I'd have to leave my baby alone on the street [off the dock], so I just went somewhere else."

With less space devoted to cars and more devoted to pedestrians, there should be enough space to make access improvements on the docks.

This recommended action will likely be costly and will take time to implement. Some treatments may remove parking spaces while others may take away street space from pedestrians. However, complaints about getting on and off of the docks was a common issue from community engagement, and these issues will only become more of a problem as more people visit the street, families move into the area, and Americans live longer lives.

Case study

The National Park Service understands the need to provide access while maintaining historical character. They review the historical significance of a site, assess how access needs to be improved and identify possible access improvements within the historical context of the site. Retrofits can include ramps, wheelchair lifts, and installing high-tech doors.



Partners

- » BPS
- » PDBA

Next Steps

1. Consult with the City's ADA program manager to identify problematic access points.
2. Work with businesses to address less accessible docks, and identify funding opportunities.

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| Construction street closure notice |

Partners

- » BDS
- » Prosper Portland

Next Steps

1. Gather feedback from businesses and residents regarding construction process.
2. Ask representative from BDS to attend a neighborhood meeting.
3. Petition for changes to the notification process for construction street closure to be made.

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Construction often paralyzes a street and residents and businesses are disrupted for weeks or months.

Currently, many businesses surveyed (as well as individuals from intercept surveys) noted that the construction on NW 13th has disrupted access to businesses, and that current notice procedures to businesses and residents are not enough. Currently, all construction on NW 13th goes through a Type III Land Use Review.

In addition to the public notice to property owners and recognized organizations, there

should be public notice for any construction project in the Pearl District to be given to the PDBA and PDNA. In addition, all recognized organizations should be allowed to write any contentions they might have about closures, as many businesses are restaurants or retail and open during the public hearing. Furthermore, pedestrian and bicycle access should continue to be prioritized over automobiles during the construction process.



| Help businesses become age-friendly |

Make it easier for Portland’s older residents to visit and shop on NW 13th.

The Pearl District has a higher share of people over 55 years of age than the City of Portland. Additionally, 70 percent of all disposable income in the nation is held by people over 55 years of age, according to Elders in Action, an age-friendly advocacy group in Portland.

It is clear that businesses throughout the Pearl District need to be able to serve an aging demographic. This is especially true for businesses on NW 13th where many docks are perceived as barriers to older adults and those with disabilities.

Elders in Action runs an Age Friendly Business Network, where volunteers visit businesses and look at what could be improved to help the business cater to older adults. Businesses that meet the group’s requirements and want to become a part of their Age Friendly Business Network can choose to do so. The most important thing, however, is to work with the PDBA and Elders in Action to document the biggest barriers for older adults, and then outlining a strategy to address these barriers.



Case study

The New York Academy oversees several programs relevant to NW 13th, including the Age-Friendly Local Business Initiative, which helps businesses better cater to older adults through expanded operating hours, improved access, and specialized customer service. All programs are designed to find low-cost solutions that can make a real difference in the lives of older adults.

Partners

- » PDBA
- » Elders in Action

Next Steps

1. Invite Elders in Action to neighborhood meetings, particularly those with developers who might be proposing new additions to the street.
2. Work with businesses and the PDBA to identify/ survey elderly residents on barriers.

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| Plan for upcoming neighborhood investments |

Partners

- » PBOT
- » BPS
- » Prosper Portland
- » ODOT
- » Private developers

Next Steps

1. Request representative from PBOT and/or BPS on updates regarding these projects.
2. Come up with any additional amenities NW 13th might need or want in conjunction with these projects, particularly NW Flanders bridge.
3. Petition PBOT and/or BPS to implement these amenities.

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As the Pearl District changes, NW 13th must be able to accommodate people arriving from new places.

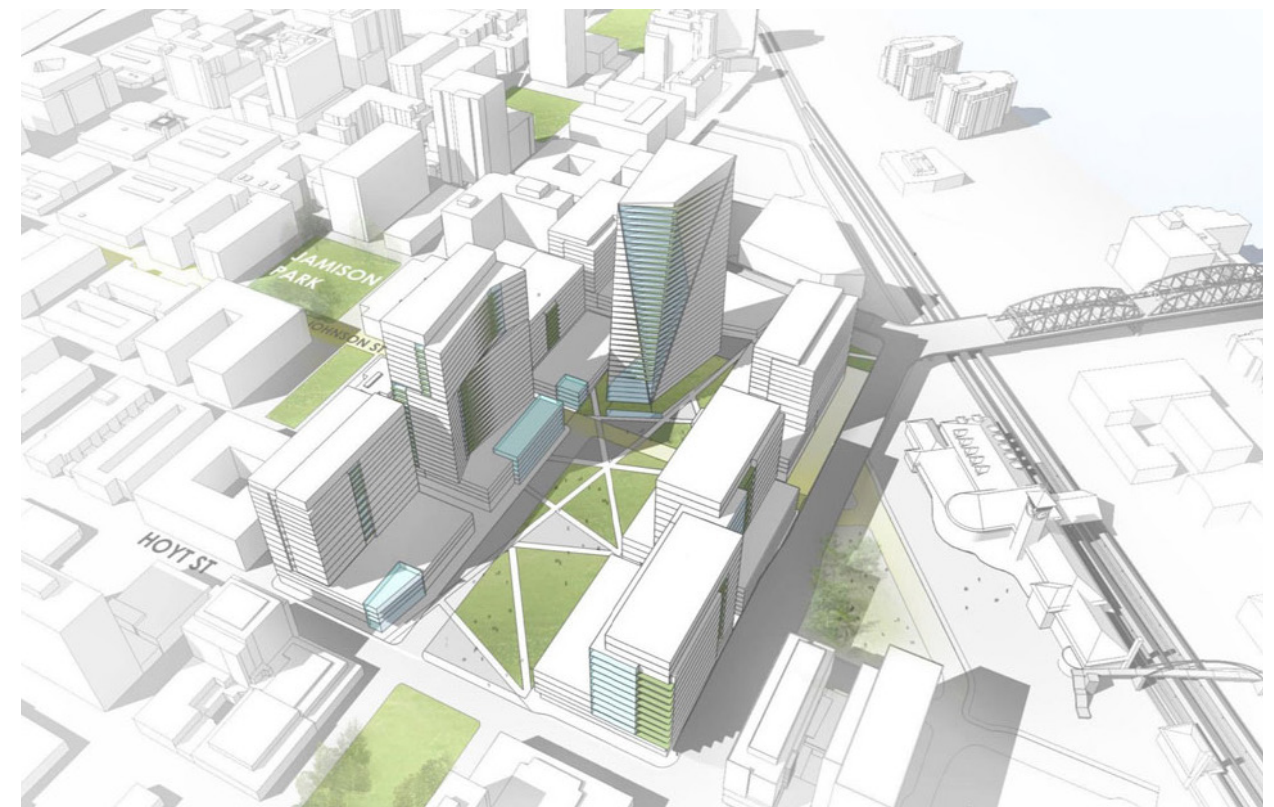
Three major investments in the Pearl District - Flanders Crossing, the Green Loop, and the redevelopment of the Post Office site - will change how people move through and around the Pearl District, and it will impact how people reach NW 13th.

Flanders Crossing will be a pedestrian and bicycle bridge over I-405 between the Pearl District and the Alphabet District. PBOT expects 9,100 crossings per day - a huge number of people who will only be two blocks from NW 13th when entering the Pearl District. City policy on neighborhood greenways is to limit stop signs to ensure that bicycle traffic can move unimpeded, but a four-way stop at NW 13th and NW Flanders may be needed to ensure pedestrian safety. In addition, ample bicycle parking needs to be provided at this intersection.

The Green Loop is a walking and bicycling loop around the Central City, which will run along the North Park Blocks in the

Pearl District. It is reasonable to expect that bicyclists going to or coming from the Green Loop will primarily use neighborhood greenways at NW Flanders or NW Johnson. NW 13th should anticipate and accommodate this traffic as people from outside of the Pearl District come to work or visit.

The Post Office site at the foot of the Broadway Bridge is set to be redeveloped into a large complex. Prosper Portland has purchased the property and is moving forward with development plans. The site, located between NW Hoyt and NW Lovejoy, figures to be a massive trip generator for the neighborhood, and people coming from this site will likely use all five east-west streets connecting the Post Office site to NW 13th. Bicyclists will use NW Johnson and pedestrians will be drawn to NW Kearney's pedestrian path. These entrance points to NW 13th should be welcoming and pleasant.



Provide and sustain affordable options



| Encourage food carts |

Partners

- » PBOT
- » PDBA

Next Steps

1. Identify specific locations where mini food cart “pods” might thrive and be useful to residents. This can be multiple locations.
2. Work with PBOT to allow parking spaces to be leased out rather than metered.

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Provide affordable food options for residents, employees, and visitors.

Food carts are a popular dining option across Portland, but there are no food cart pods in the Pearl District. The closest food carts are in Downtown at SW 10th and SW Alder - several blocks away from any location on NW 13th, and even further from those living in the Northern Housing section, who have expressed that it is often difficult to afford eating in the Pearl District.

Bringing food carts to the Neighborhood Services section of NW 13th would provide a hub of affordable food options in a portion of Portland that could use

it - geographically and financially. This location would be a short distance from people living in the Northern Housing section of NW 13th - and from people living, working, and playing in the Historic District. They should be in a location where foot traffic will be high - and there is no better place in the Pearl District than the pedestrian-focused NW 13th.

Working with the city to permit space - and possibly streamline the permitting process - will help bring food carts to the Pearl District. Food carts would be especially appropriate in what are now head-in parking spaces.



Case study

New Haven, Connecticut has a booming food cart scene. The town is home to Yale University and the major Yale New Haven Hospital complex. With well over 100 licensed food carts in the city, they thrive in a place where people must look for affordable food options. Meals are cheap, and people can taste food from cultures all around the world.

| Start a farmers market |

Research

The Project for Public Spaces released a report on how farmers markets can help low-income communities access healthy food options. The report looked at eight farmers markets from all over the country and community members reported that the farmer's markets had lower prices than their local grocery store. However, the community was not always aware of what day of the week the market was held or what hours of the day it was open. A successful market in the Pearl District must convey clear information to its target audience.



Bring affordable fresh food options and liven up a sterile strip of NW 13th.

Food carts can provide an affordable option for a meal, but a farmers market can provide affordable and healthy food options for many more meals. Rethink Streets has heard from local residents how they cannot afford to eat or shop in the Pearl District. Bringing a farmers market to NW 13th can help bring these affordable options to these residents - and the community as a whole - without having to set food outside of the Pearl District. Especially considering most farmers markets accept SNAP benefits.

There are 21 farmers markets in Portland, but only one of them - the Northwest Portland Farmers Market on summer Thursdays at NW 19th and NW Everett - is located in the northwest part of Portland. Once streamlined event planning is enacted, NW 13th will be an ideal home for a Pearl District farmers market, where affordable, fresh food will be within walking distance for visitors and residents alike.

Partners

- » BPS
- » Local farmers market organizations

Next Steps

1. Work with BPS and Portland Farmers Market to connect with vendors.
2. Designate a market manager to oversee coordination of market.

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| Affordable business stability |

Partners

- » PDBA
- » Venture Portland
- » Metro
- » BPS
- » Prosper Portland

Next Steps

1. Meet with Prosper Portland to discuss possible pilot project on NW 13th for commercial rent regulations.
2. Discuss possible ordinance with PDBA and property owners in Neighborhood Services blocks of NW 13th.
3. Raise local support for ordinance to put on 2020 ballot for commercial rent regulation ordinance.
4. Ballot for commercial rent regulation ordinance on NW 13th.

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Keep affordable goods and services in the area by providing stability for those businesses.

NW 13th is home to a number of businesses which are outside the price range for many of the people who live on it, according to many residents. Specifically, many restaurants and shops cater to higher income individuals, leaving many people, especially those with lower incomes, unable to shop and eat in their own neighborhood. Additionally, many of the businesses in the area that were surveyed complained of increasing rents as the Pearl District has felt increasing pressures of rising cost of living in the Central City. In order to preserve the businesses, the community should work to enact commercial rent stabilization on NW 13th and in the Pearl District. Rent increases should require negotiation if they exceed the Consumer Price Index (CPI) for the Portland-Beaverton-Hillsboro Metropolitan Statistical Area (MSA). Such a policy change might need city-wide support to be enacted by the city commissioners.



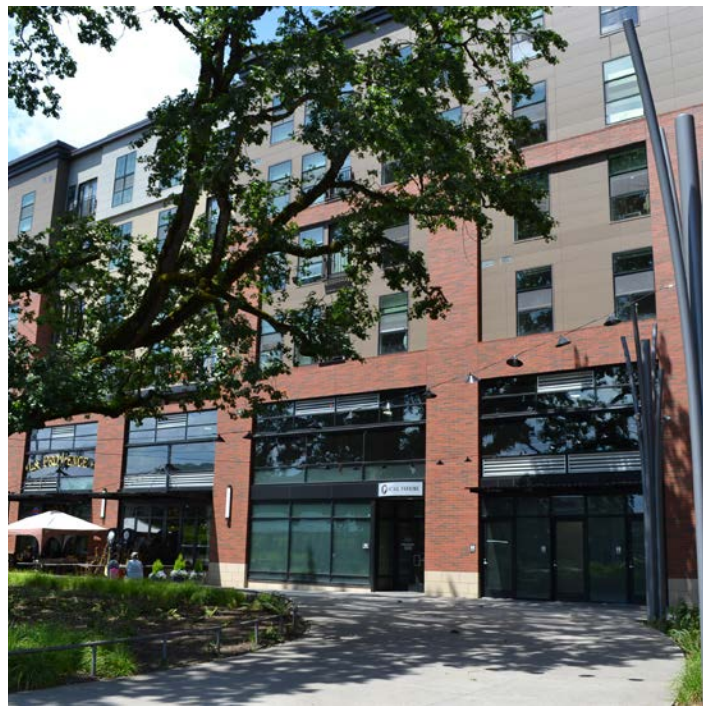
Case study

Berkeley enacted the Elmwood Ordinance in 1982, followed by the Telegraph Ordinance, which provided commercial rent stabilization on the Elmwood and Telegraph Avenue areas. Specifically, rent stabilization was ensured by mandating negotiation for all rent increases which exceeded the CPI for the San Francisco-Oakland MSA or if a tenant vacated a property at the end of a lease. This project provided small business protections in a time when rents were increasing dramatically.

| Public restrooms |

Case study

Hillsboro's Orenco Station incorporates public restrooms into an existing building withing a short walking distance from the MAX station. The restrooms as well-maintained for community use, locked at night for safety, and well-signed in the area.



For when you gotta go!

Many people on NW 13th, especially visitors, expressed a desire for public restrooms in the area. Ten percent of responses identified public restrooms as the greatest need in the neighborhood, from among a long list of items.

In addition, there are numerous houseless individuals on the street, in the neighborhood, and under I-405. Restrooms need to be readily available to help meet an urgent need for this group of users on the street.

Adding a Portland Loo to the street is not the preferred option. These exist largely in park spaces and would take up space within a narrow right-of-way and would likely need to go through the PBOT.

Incorporating public restrooms within new developments along the street is a way to provide a vital service to the community without taking away street space. A public restroom would not need to take up much space on the ground floor of a building.

Partners

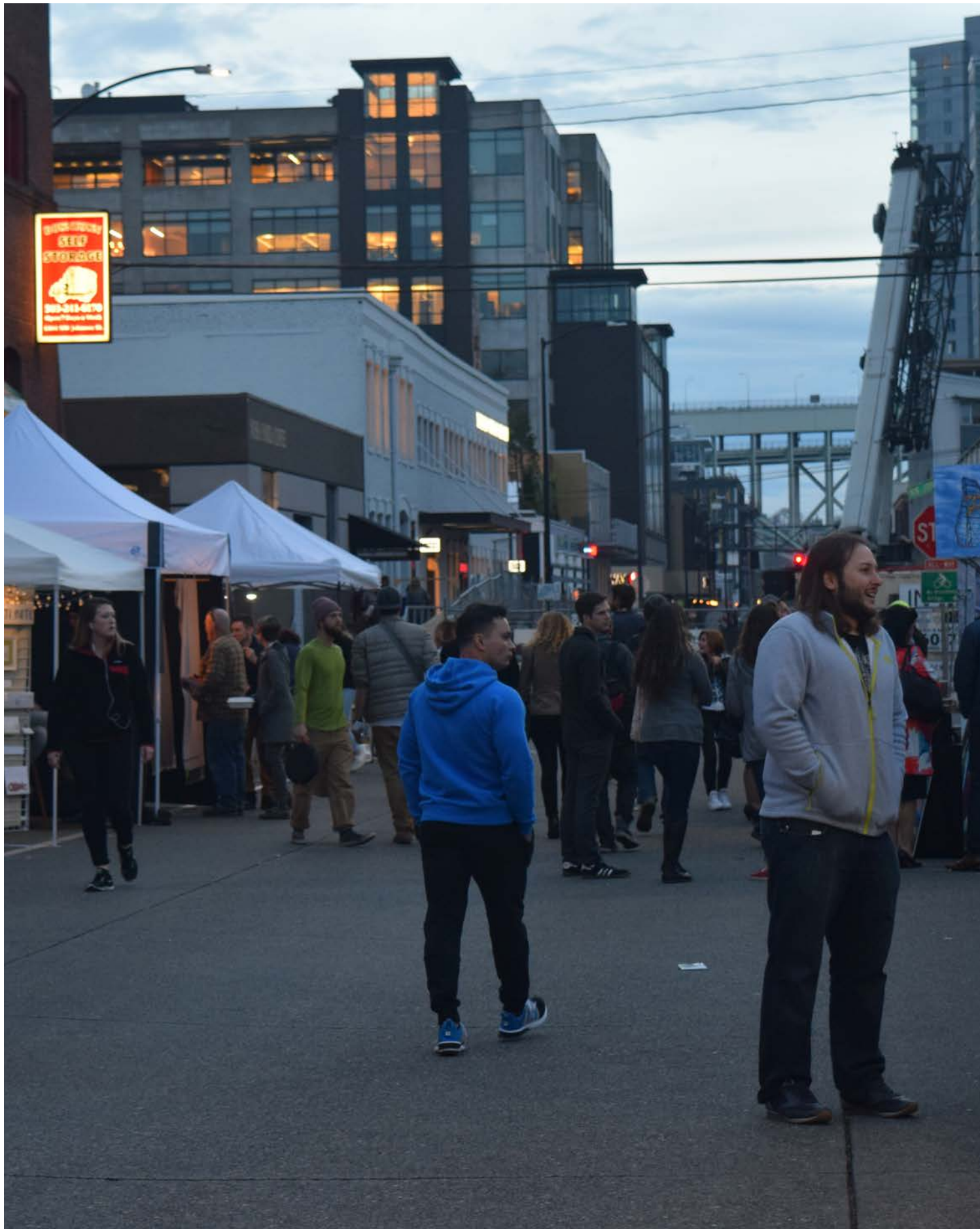
- » Transition Projects
- » Outside In
- » Private developers

Next Steps

1. Approach developers on the street about incorporating public restrooms into design.
2. Set standards for maintenance and hours prior to opening.



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Goal 3: Community

Through policy and social programming recommended actions, it is possible to help build and cultivate a sense of community among a large group of neighborhood residents who feel disconnected from each other.

Strategies

Community space

- Action 26: Street community gardens
- Action 27: Plaza at northern terminus

Encourage shared resources

- Action 28: Neighborhood grants program
- Action 29: Shared resources

Strengthen and build connection amongst residents

- Action 30: Community meals
- Action 31: Walking school bus to Chapman



Community space

| Street community gardens |

Partners

- » Friendly House
- » BPS
- » Prosper Portland
- » Property managers in Northern Housing

Next Steps

1. Reach out to Portland Parks and Recreation and PBOT to discuss regulations regarding planters in street for community gardens.
2. Add planters to Portland Community Gardens website, allowing people to apply for plots.
3. Purchase planters (possibly working with businesses on NW 13th for fundraising).
4. Market garden space to residents on NW 13th when planters and website are ready.

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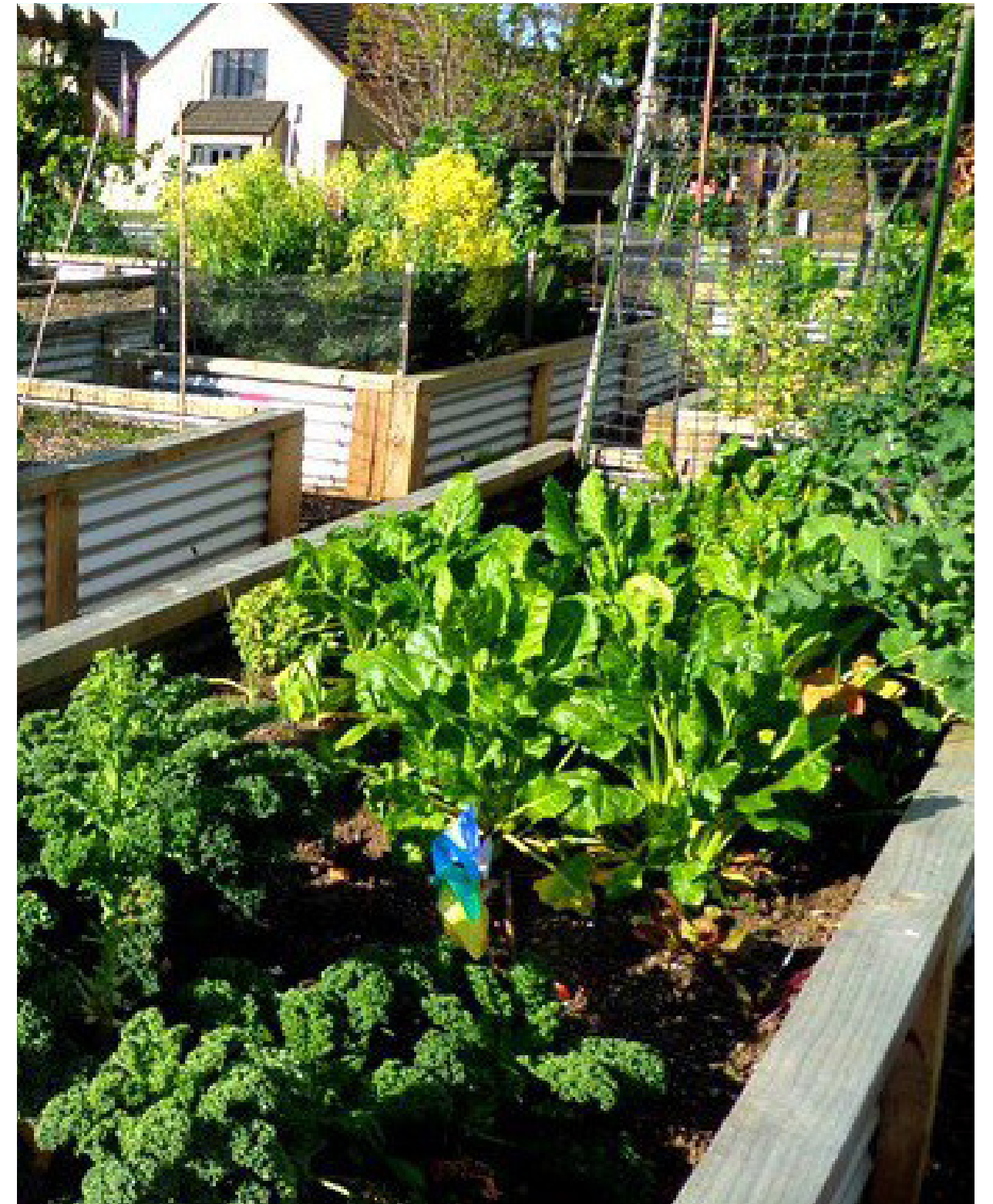
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Gardens can build community while taking space away from cars.

All residents on NW 13th live in dense multifamily housing. There are little to no places for people to garden or grow food. Rather than take up an empty lot in an area with very expensive real estate, a more moderate approach is better. In order to reclaim the street as a public space for the community, narrowing the driving lanes with planter boxes north of NW Overton can create barriers in the street and along the walls surrounding apartments. These would be lent out at a low monthly rate to residents on NW 13th to use for gardening. If a box fell into disrepair, the resident

would lose their box and the next resident would be able to use it for gardening. These planters could be used for growing food for the neighborhood or flowers to improve the local aesthetic. It would create community space as well as provide a valuable activity for those who enjoy gardening but cannot garden because of lacking space and are unable to reserve or travel to further community gardens. Security will need to be considered, as the gardens will not be protected from people walking along the street who could harvest something from the planter.



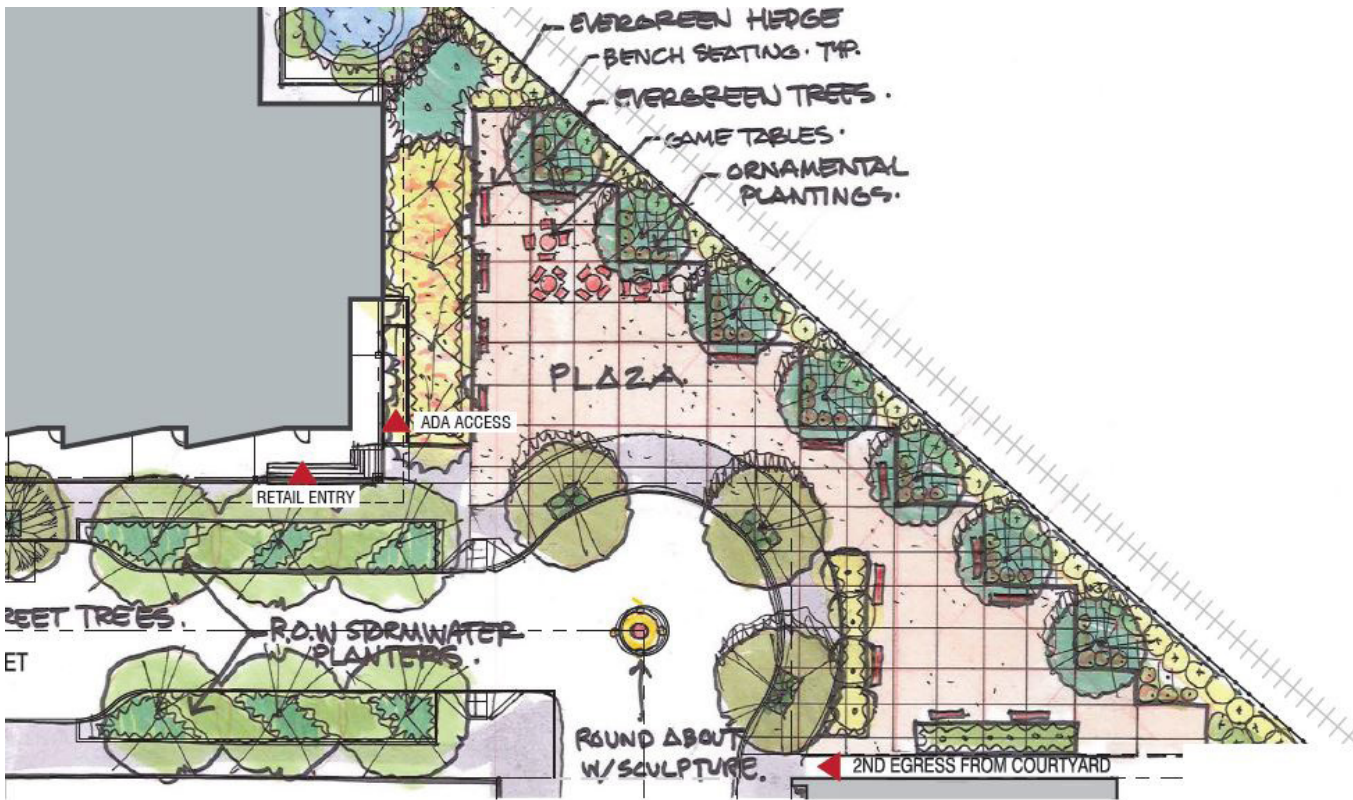
| Plaza at northern terminus |

Capping the street with a plaza - and a view.

The local community recognizes the value of NW 13th as a place for the neighborhood. The northern dead end of this street should lead to a plaza space that frames a view of the Fremont Bridge over the Willamette River.

Portland Parks and Recreation has indicated that there are no plans to build additional parks in the Pearl District. However, a private developer at NW 14th and NW Savier has plans to build a plaza at the top of NW 13th next

to their proposed self-storage building. NW 13th will extend to meet NW Savier, with the plaza placed directly to the north of this intersection. While NW 13th will prioritize pedestrians over bicycle and car movement, a plaza at the end of the street will be solely dedicated to pedestrians in a place where the Northern Housing residents can take advantage. Such a space would be desirable for Chapman Elementary to use, potentially as an additional outdoor play space.



Partners

- » Hoyt Street Properties
- » MCA Architects
- » Koch Landscape Architecture

Next Steps

1. Collaborate with developers to create community space alongside new development.

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Encourage shared resources



| Neighborhood grants program |

Case study

The Neighbourhood Small Grants program in Vancouver, BC provides grants of up to \$500 for projects initiated and undertaken by local residents. Resident Advisory Committees, which are made up of people living in the community, review the ideas submitted by residents and decide which projects to fund.



Finding funding for small projects is one of the biggest barrier communities face.

Many residents had ideas for projects and programs to run on NW 13th, including events such as dancing on the street, picnics/movie nights, groups like book clubs and mother's groups, and projects like community gardens and coffee meetups. These programs will be made easier by providing mechanisms to help fund small projects, such as a neighborhood small grant or matching funding. These can be either run through current non-profits, or with funds raised through other events on the

street. Working with businesses on NW 13th, such as KEEN or Safeway, a group of local residents can work through the PDNA to approve the allocation of funds. These funding sources will match funds that are raised by smaller groups wanting to put on programming. Fund matching can be used as a litmus test for how organized and motivated the group is to put on programming.

Partners

- » Prosper Portland
- » ONI
- » PDBA
- » Friendly House

Next Steps

1. Discuss fundraising options with PDBA, City of Portland, hosts of events and businesses on NW 13th.
2. Once fundraising system is in place, develop special committee under PDNA to review and approve of matching funding.
3. Market grant to residents and groups on NW 13th and surrounding neighborhood.



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| Shared resources |

Partners

- » Community residents
- » Friendly House
- » Local organizations or businesses willing to donate storage space

Next Steps

1. Find space where the tools/books/appliances can be stored.
2. Find community member, or organization willing to manage it.
3. Solicit donations from community to populate the shared resource.
4. Market to the residents so they know it's available for use.



Shared resources help communities get access to the things they need without having to buy or store them.

Space is limited in areas where the majority of residents live in smaller apartments. As such, buying or owning larger tools, multiple books, or kitchen appliances is not only costly, but also cumbersome. This where shared resources becomes a big benefit to the local communities. Through tool libraries, little free libraries, and kitchen sharing clubs, communities can have access to what they need without having to pay or store them. This is a big benefit, particularly to the affordable housing residents.

to help build a community. As neighbors lend, give, and share with one another they grow trust and come to rely on each other. While sharing resources is not a cure-all for community building, it certainly helps.



Case study

All over Portland, there are neighbourhood pop-up libraries. In little lending libraries, local residents provide a small, waterproof container, visible from the street, to hold a small collection of books. Everyone can leave or take a book. The pop-up libraries encourage people to read and provide a subject to connect over. Some pop-up libraries have notice boards for locals to share information.

Another benefit not many think about, however, is the ability for these shared resources

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Strengthen and build connection amongst residents



| Community meals |

Partners

- » ONI
- » Friendly House
- » Apartments on NW 13th

Next Steps

1. Apply for permitting to close down Historic District block.
2. Work with local businesses and organizations to get tables and chairs.
3. Market to residents on NW 13th and in the Pearl, inviting them to bring food for a neighborhood potluck.

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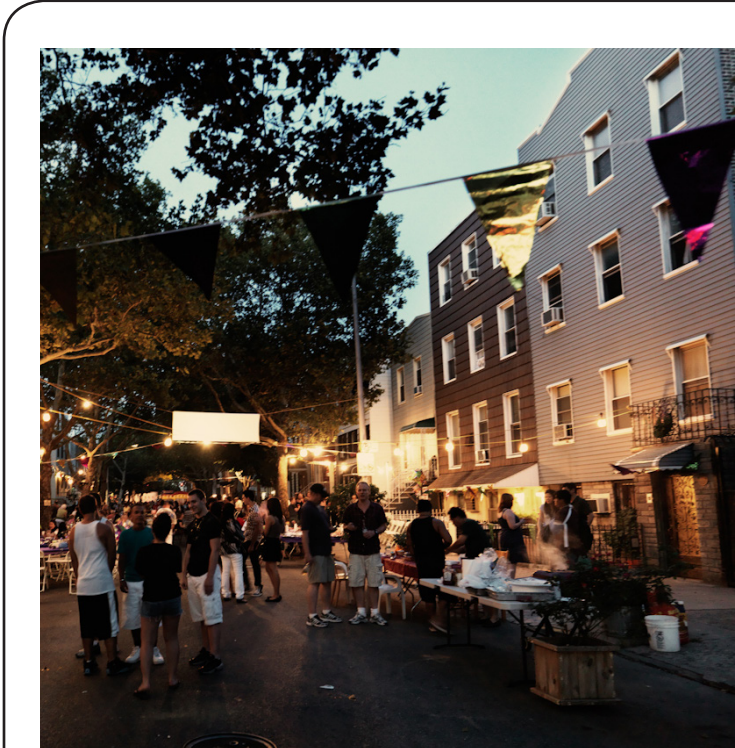
Sharing meals and block parties help make a community stronger and more resilient.

Recognizing NW 13th as a public space, neighbors should feel encouraged to use it to interact and connect with each other. Sharing a meal or a cup of coffee together can build a community. With this in mind, there are a couple of meal sharing projects that could be explored.

First, “Nights on NW 13th” could be a weekly program to encourage people to gather and transform one block of space into a pedestrian space for a night of conversation and food. This could start as a one night a week or month event in the summer, with a possibility to expand to spring and fall. Most of the street would be used for long tables for communal food brought by guests. In a separate area, as

night came, a controlled fire (or campfire made of lights) would provide a space for people to gather and interact.

Second, a “Vertical Block Party” could be a cold weather alternative. Here, apartments would be given the opportunity to open their doors to neighbors in other apartments. By signing up with their property manager, residents would receive notices of which apartments are opening their doors to visitors. Each apartment complex in the Pearl District could participate, and residents in all participating apartments can visit each participating property. This allows neighbors to meet not just within their own apartment, but among all the properties in the Pearl.



Case study

Vancouver, BC has implemented a program to “Build Social Resilience.” The idea is that through the use of community events such as shared meals, and vertical block parties, communities grow stronger and thus more resilient to disasters.

| Walking school bus to Chapman |

A walking school bus is an innovative and creative way to get children safely to school while reducing driving trips.

As pedestrian improvements are made along NW 13th, the street should be promoted as a safe walking and biking route to Chapman at The Ramona. If there is community interest, parents and school administrators should consider establishing a walking school bus. This is simply a way for multiple children to walk to school with their parents without requiring each parent to walk the entire way. Each parent along the route walks their children with the next closest parent,

who walks them to the next closest parent, until all children are dropped off at school by the closest parent. By implementing it in the communities on NW 13th and in the Pearl District, children and parents can meet each other and become closer, vehicle congestion is reduced, and parents are reassured that their children will reach school safely.



Case study

Roxhill Elementary in the Seattle, WA area is a prime example of how built pedestrian improvements to schools, along with social programming elements can bring a drastic change in how children get to school. In this case, walking school busses are considered to be a huge success with some “busses” containing as many as 70 children.

Partners

- » Chapman at the Ramona
- » PPS
- » Friendly House

Next Steps

1. Identify interested students and families.
2. Determine the best walking routes to Chapman.
3. Consider implementing a walking school bus for students.
4. Determine logistics for walking school bus, such as meeting times and locations.

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Goal 4: Comfort

For NW 13th to be a successful street, everyone must have the ability and opportunity to enjoy everything that NW 13th and the Pearl District has to offer.

Strategies

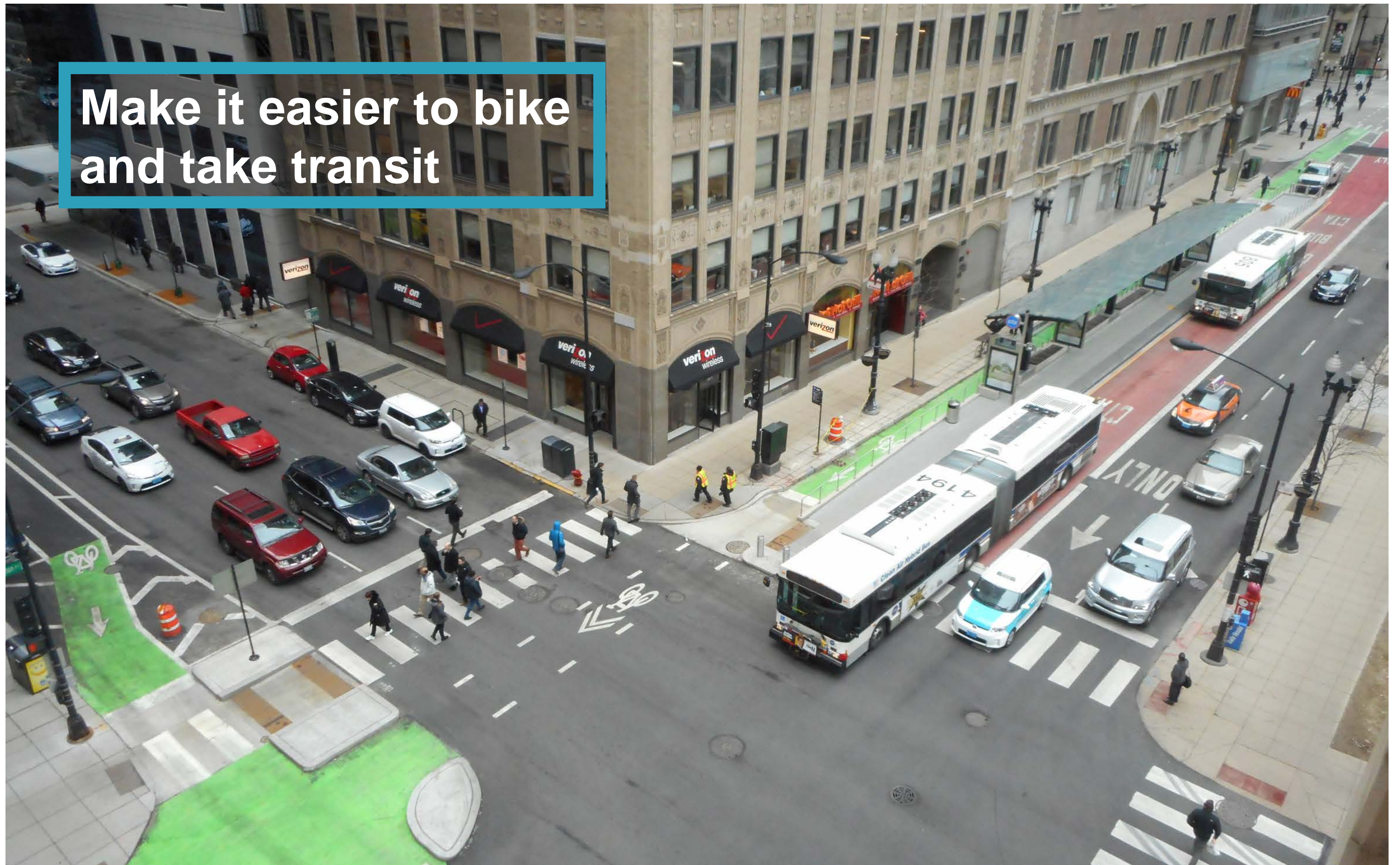
Make it easier to bike and take transit

- Action 32: Protected bike lane
- Action 33: Add BIKETOWN stations
- Action 34: Add short-term bike parking
- Action 35: Prepare for TriMet expansion

Improve perceived safety by reducing conflicts between modes

- Action 36: Formalize the shared use street
- Action 37: Close the street to personal vehicles
- Action 38: Remove head-in parking
- Action 39: Traffic calming
- Action 40: One-way from W Burnside to NW Davis
- Action 41: Designate rideshare loading zones

**Make it easier to bike
and take transit**



| Protected bike lane |

Partners

- » PBOT
- » Street Trust
- » BikeLoudPDX
- » People for Bikes
- » Better Block PDX

Next Steps

1. Gather community/business support for bike lane.
2. Stage a demonstration project.
3. Petition PBOT to make the demonstration project permanent if successful.

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Case study

Chicago's Loop Link provides an excellent case study on the benefits of a connected and safe protected bicycle lane infrastructure in a downtown area. The improvements came with an enhanced BRT line, but the effect is the same. With an improved cycling network that feels safe, Chicago saw an increase in cyclists through the downtown core.

Shared use streets are often considered to be good for bikes, but that idea quickly ends in the Brewery Blocks.

The Brewery Blocks are much more like traditional streets than the rest of NW 13th. Asphalt roads, raised sidewalks and curbs persist in the area. This means that the shared use concept we see on other parts of the street doesn't exist in the Brewery Blocks. This poses an interesting problem for cyclists who attempt to make the connect from NW 13th to SW 13th where a bicycle lane exists.

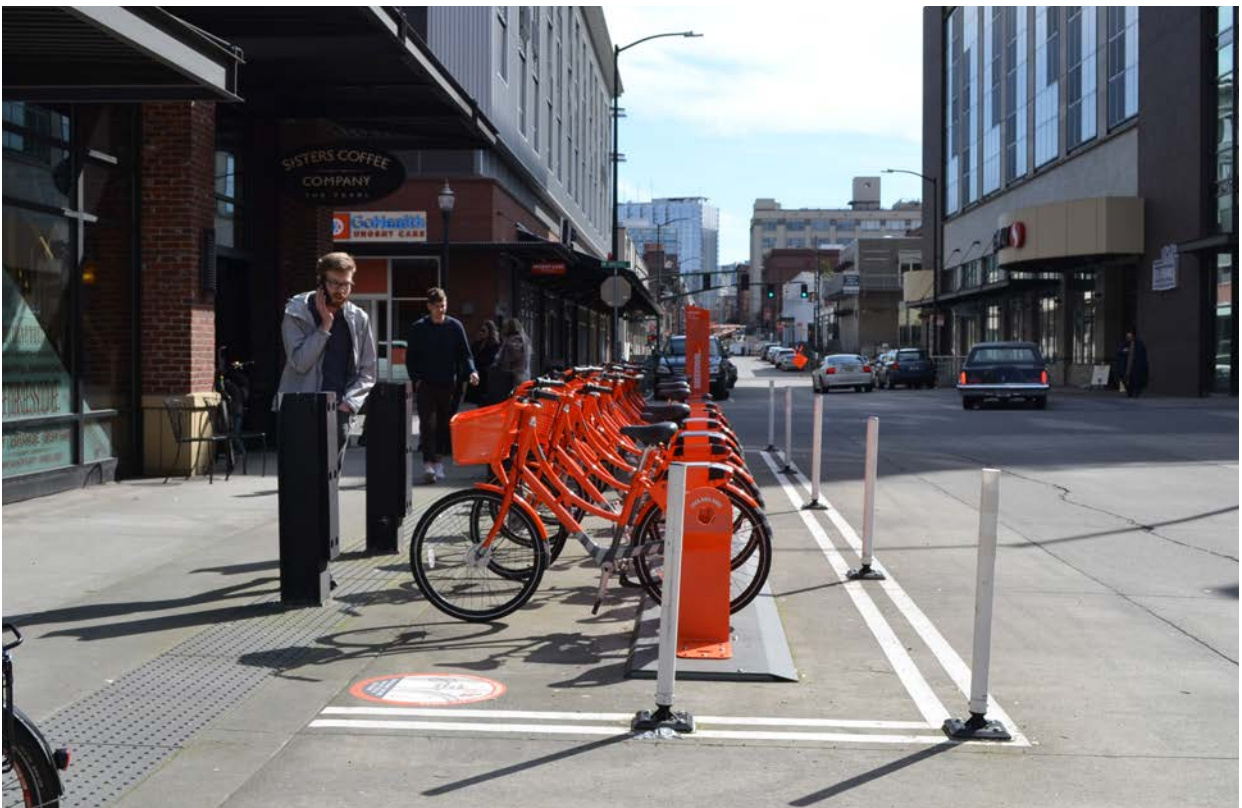
One method to help with this transition is to create a parking/planter protected bike lane that runs from NW Davis to W Burnside. As a cyclist makes their

way south through the shared use parts of the street, they will be directed to a protected bike lane that will allow them to safely skip the traffic and make their way into the southern parts of downtown Portland.

This improvement would also complement the improvements being made to the NW 14th bike lane, as well as the new bicycle and pedestrian bridge across I-405 at NW Flanders.

For such a short amount of bike lane, the bicycle network in and around the Pearl district and NW 13th becomes much stronger with this addition.

| Add BIKETOWN stations |



Creating more connections around NW 13th and providing a low-cost means of transport for residents at the north end of the street.

BIKETOWN, the City’s bikeshare program, has been a success. From the system launch in July 2016 until the end of 2016, 38,000 users have taken more than 160,000 trips. The average trip length is 1.93 miles, and any trip taken inside the Pearl District will be considerably shorter.

Of the 100 BIKETOWN stations, eight are located within the Pearl District. All eight are within the top third of highest of stations with the most bike rentals. However, only one of these stations is located north of NW Marshall. There is a need to add more stations within the Northern Housing section of NW 13th to create more transportation options for people living there, many of whom are in affordable units and may need an option besides walking or driving. BIKETOWN has plans

to add a station at NW 14th and NW Pettygrove, but additional stations could be utilized along this street section.

In addition, only one station is located on NW 13th. For a shared street with a strong focus on walking and bicycling over driving, more options for biking should be provided. The PDNA has expressed a desire to add a BIKETOWN station at NW 13th and NW Hoyt in the Historic District.

The cost of this recommendation will depend on whether the City plans to create new stations by removing low-performing stations elsewhere or by expanding the BIKETOWN fleet. The latter will be much more costly to implement but will more likely lead to additional stops at these locations along NW 13th.

Partners

- » PBOT
- » Motivate

Next Steps

1. Identify intersections or areas where BIKETOWN could be successful.
2. Garner community and business support.
3. Petition PBOT to add a station in the identified areas.

BB	HD	NS	NH
Built	Social	Policy	
Short	Medium	Long	
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| Add short-term bike parking |

Partners

- » PBOT
- » Local businesses

Next Steps

1. Work with business owners and the community to determine areas where more bike parking is needed.
2. Work with PBOT to install new bike parking at these locations.

Encouraging bicycling by making it easy for people to stop and park their bikes.

The City of Portland has designated NW 13th to be a shared roadway bicycle street, and the street has many local and regional destinations that people want to access. For those coming by bicycle, however, it may be a challenge to park their bike.

There are seven bicycle corrals in the Pearl District, two of which are located on NW 13th. All seven of these corrals, however, are south of NW Glisan, which is inadequate for part of the Historic District and the entire Neighborhood Services street section.

Research shows that bicycling is a boost for business. Making it easier to ride includes providing enough secure bicycle parking spaces. Beyond the two bicycle corrals, the Historic District and Neighborhood Services street sections are devoid of places to park a bicycle. That should be changed.



Research

Research from Portland shows that between driving, taking transit, bicycling, or walking, cyclists spend the most money at businesses than any other mode. Portland State University Civil and Environmental Engineering Professor Kelly Clifton's paper shows that cyclists spend less money per visit, but they make many more visits than any other mode.

| Prepare for TriMet expansion |



When TriMet begins running bus service in the northern Pearl District, NW 13th will be ready.

In their Service Enhancement Plan, TriMet plans to extend Line 10 north out of downtown and onto NW Raleigh, where it will cross NW 13th on its way into the Alphabet District. This new service will be a welcome addition for residents in the Northern Housing section of the street - the closest existing transit service is the NS Line of the Portland Streetcar on NW Northrup or NW Lovejoy and Line 77 on NW Glisan or NW Everett.

NW Raleigh is a dead end street to the east of NW 13th, and major construction will soon begin on NW Raleigh to the west of NW 13th. These future developments provide an opportunity to ensure that when NW Raleigh is built, it will have wide sidewalks, space for bus shelters and other amenities, and pedestrian-

scale lighting so that people can safely reach and wait for the bus from NW 13th. And while NW 13th's shared street nature runs against putting crosswalks on the street, NW Raleigh should have crosswalks to help people safely get to and from these future bus stops.

While TriMet has not put a date on the new service the groundwork can be laid now to ensure that this future bus service is a success for the neighborhood. Making it easy for people to use transit is a key to reducing car use in the City and on NW 13th, which will help the street meet it's pedestrian-focused goals.

Partners

- » TriMet
- » PBOT
- » Adjacent private property developers

Next Steps

1. Contact TriMet and ask for a representative to visit the neighborhood association.
2. Garner community support around the new line.
3. Petition for amenities to be built for the new bus line.

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Improve perceived safety by
reducing conflicts between
modes

| Formalize the shared use street |

Shared use streets can instinctively slow down traffic through design.

Intentional shared use streets control the flow of traffic through design with intentional chicaning and obstacles made for vehicles. Many of Portland’s smaller residential streets already act in a similar manner with small enough streets that force cars to slow down to go past one another. NW 13th, however, does not currently attempt to do this despite it being a shared use street.

For NW 13th this would include building out public space, most likely some form of “pedestrian sanctuary zones” that would squeeze the two through lanes together, thus causing the cars to slow down to move past one another. Shared use streets are generally designed in areas where there is a need or desire to give the power within an area to pedestrians without disallowing cars altogether.



Case study

The Borderline Neighborhood Shared Use Project in Santa Monica, CA is an example of an implemented and intentional shared use/woonerf project. The street was designed to give pedestrians the right-of-way access at every single point along the street. While cars are still allowed, by design they are forced to slow down and in order to get around various obstacles.

Partners

- » PBOT
- » The Street Trust
- » Oregon Walks
- » Better Block PDX

Next Steps

1. Identify areas where chicaning of the road would be effective.
2. Conduct a traffic analysis if needed.
3. Organize a demonstration event to showcase changes.
4. Petition PBOT to make the change permanent if the demonstration event is successful.

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| Close the street to personal vehicles |

Partners

- » PBOT
- » PBA
- » PDBA
- » Local residents
- » Oregon Walks
- » The Street Trust

Next Steps

1. Begin gathering support from businesses as early as possible.
2. Contact PBOT and inquire about pedestrianizing the street or pedestrian plans in the area.
3. Gather support from community.
4. Conduct a traffic analysis of the area with a pedestrian plaza.
5. Petition PBOT to create the pedestrian plaza where desired.

Pedestrianizing the street was a consistent theme heard from residents and businesses.

Pedestrian promenades are nothing new to cities across Europe and North America. The City of Portland, however, has not explored having a true pedestrian street aside from a few smaller areas such as SW Ankeny between SW 2nd and SW 3rd. NW 13th, however, is consistently brought up as an ideal place to close the street down to cars entirely.

Unfortunately, Portland's current density and street use doesn't make it amenable to close the street down in the near term. The seasonality of the street alone would create periods where the street looks and feels empty for months at a time. But with Portland growing faster than ever, and the Pearl District specifically advocating for more density,

there will inevitably be enough people to command the space year around. More so than that, with a sharp increase in density comes the need for people to have a safer space to walk, shop, and eat. Due to its location in the heart of the neighborhood, and the Central City, NW 13th makes a strong case to eventually become Portland's premier pedestrian promenade. Ideally, by the time the street is ready to be pedestrianized, the street can be closed down from NW Davis to NW Raleigh. However, a phased in approach can also be successful.

Delivery vehicles will likely still need access to the street to resupply local businesses. Creating a plan for them to enter the street when needed will be integral to the success of the street without cars.



Case study

Copenhagen's Strøget pedestrian street is largely considered to be one of the most successful in the world. Beginning in the early 1960s, Copenhagen made a purposeful effort to close the street down to personal cars. Since then the pedestrian areas have grown many times its original size and is busy all year around. Delivery vehicles still use the street at all times of day moving slowly and safely around pedestrians.

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| Remove head-in parking |

Head-in parking is obtrusive and perceived to create unsafe walking space.

Most on street parking in Portland is parallel. This is for good reason, as head-in parking is more intrusive. However, on a street as unique as NW 13th, docks make the roadway into almost a chicane pattern. The City has designated many of these areas between docks paid head-in parking spaces.

Unfortunately for people who walk the street, particularly in traffic lanes, head-in parking can cause close calls with pedestrians. Drivers have limited

visibility behind them and on a street with the hustle and bustle of NW 13th, it provides plenty of opportunity for conflicts.

Due to this, the head-in parking spots (of which there are five areas in the Historic District) should be removed entirely. In their place, there should be a series of public space, street seats, and food carts that address a number of additional issues listed in this report. In particular, food carts, or other service carts, provide the city with a way to recoup any lost revenue from the removal of parking, thus lessening the financial burden.

Partners

- » PBOT
- » Local businesses

Next Steps

1. Consult with local businesses about the head in parking areas.
2. Gather community support via petition, or meeting.
3. Contact PBOT regarding the removal of this parking.
4. Fundraise for interim plaza furniture or street seats.

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| Traffic calming |

Partners

- » PBOT
- » Northern Housing residents
- » Friendly House
- » The Street Trust
- » Oregon Walks

Next Steps

1. Consult with PBOT to determine what traffic calming elements would be best and where.
2. Gather community support.

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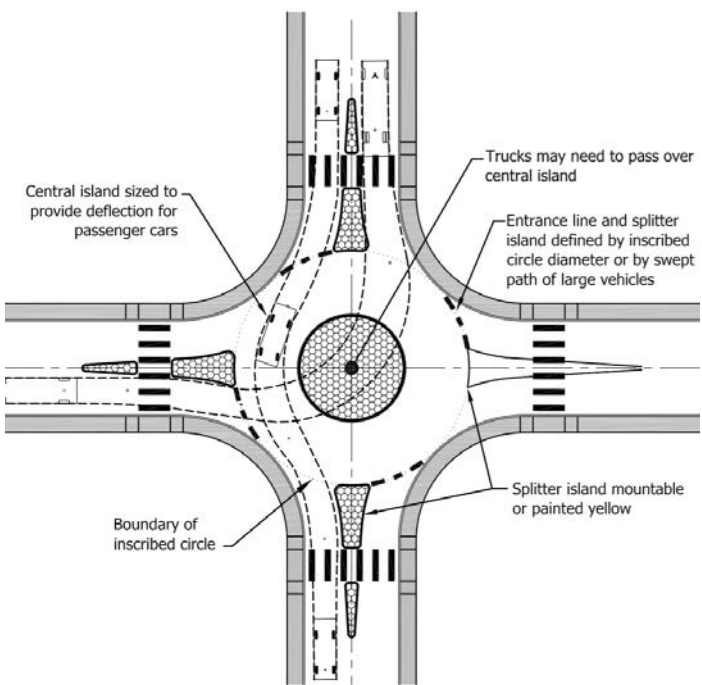
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Research

The mini-roundabout is a well documented street infrastructure treatment. The Federal Highway Administration has conducted numerous guides and studies on them over the years. Their most recent document on the subject gives guidance on their effectiveness within neighborhoods as well as how much they can cost.

A lack of stop signs and lower pedestrian volumes encourages automobiles to speed through.

Automobiles increasingly use NW 13th as a whole, but while there are natural and built traffic calming devices along the southern areas of the street, the north lacks similar amenities. Instead, residents in the northern housing are forced to cross streets with no traffic control devices on the cross streets and little to slow cars down on NW 13th.

In order to slow down automobiles a bit, the installation of several traffic circles in the middle of each intersection along NW 13th from NW Overton to NW Raleigh should be prioritized.

These traffic circles force cars to slow down and go around them. Any car making a left has to slow down even more.

While traffic circles are a primary recommendation, they are also fairly expensive to install. In their place, or in addition to, stop signs and lit crosswalks should also be placed on each cross street. This will force cars to slow down and stop at each crossing giving the natural right-of-way to pedestrians walking along NW 13th down to Safeway or the Historic District.

| One-way from W Burnside to NW Davis |

Few automobiles were observed turning off Burnside and onto NW 13th.

The downtown core of Portland is mostly comprised of one-way streets. While there are a few exceptions, there's seemingly little reason for NW 13th from W Burnside to NW Davis to be a two way road. Over the course of six months, observations shows that the vast majority of cars use the section to head south to turn left or right onto Burnside. Few cars use the Brewery Blocks area to head north into the street.

Converting the Brewery Blocks into a southbound one-way street would provide many positive effects to the area. It would decrease pedestrian crossing distance across NW 13th at each intersection for pedestrians. It

would allow for space to give cyclists a dedicated bike lane. It would further emphasize that NW 13th is not meant to be a through street.

One big obstacle, however, would be the Brewery Blocks parking garages located between NW Couch and NW Davis. These parking garages serves the area as a whole and any change to the streetscape would certainly bring opposition. Additionally, Whole Foods currently uses NW 13th between W Burnside and NW Couch as a loading zone. Working with Whole Foods will be integral to the success of converting this section of NW 13th into a one-way street.



Partners

- » PBOT
- » The Street Trust
- » Better Block PDX
- » Businesses (particularly the parking garages and Whole Foods)

Next Steps

1. Begin planning for demonstration event.
2. Contact Better Block PDX.
3. Get a traffic analysis report done.
4. Petition PBOT to make the change permanent if the demonstration event is successful and the traffic analysis is acceptable.

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| Designate rideshare loading zones |

Partners

- » PBOT
- » Local taxi companies (e.g., Radio Cab)
- » Ridesharing companies (e.g., Uber, Lyft)

Next Steps

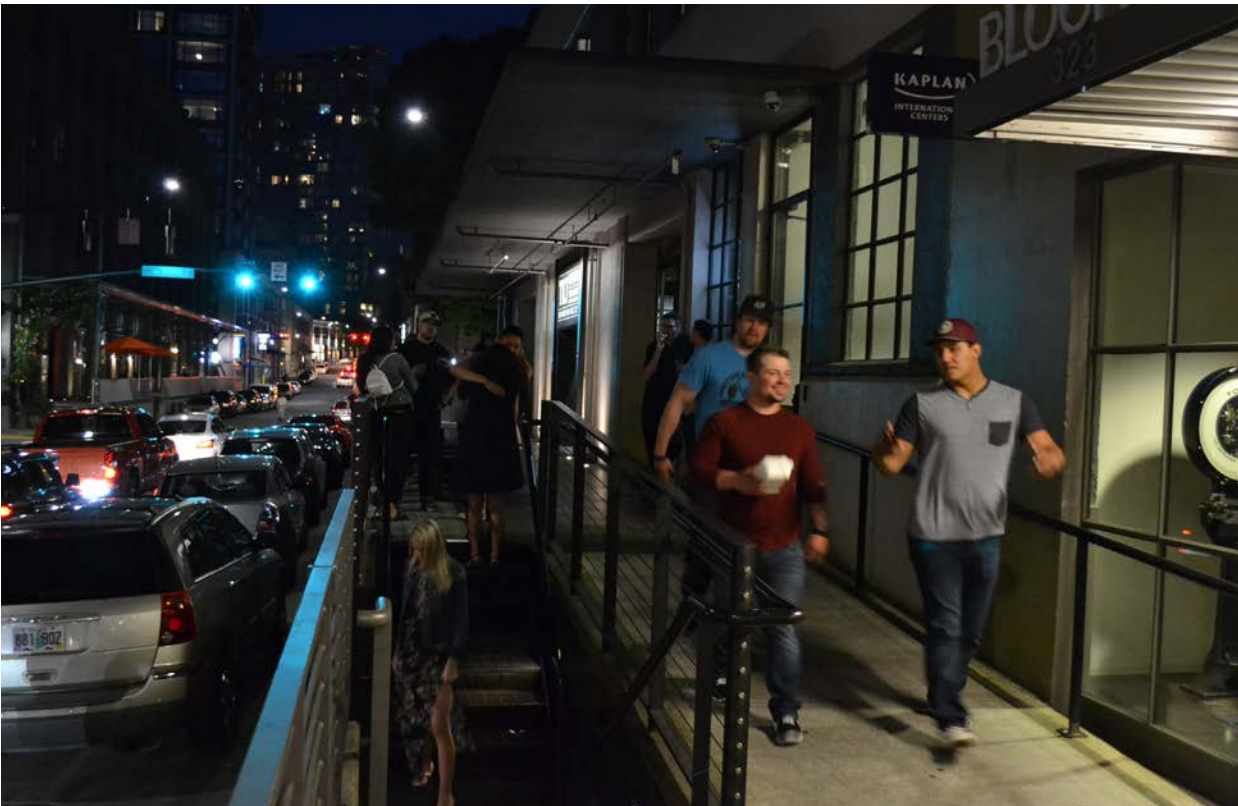
1. Locate ideal loading zones or parking spaces which can be converted to loading/unloading zones.
2. Contact PBOT to inquire about the process.
3. Reach out to and discuss the idea with local ridesharing companies.

Creating safe places for people to walk at night and on the weekend.

Ridesharing cars are a common sight in the Historic District section of NW 13th on weekend nights. Their presence is bittersweet - rideshare is an alternative to drinking and driving for many bar goers, and it reduces the need for on-street parking, but these cars add to the vehicle traffic on NW 13th that this plan seeks to eliminate.

Setting designated pick-up and drop-off zones for ridesharing cars (and perhaps driverless cars in the future) on cross streets can create a safer environment on

NW 13th on weekend nights. The designated pick up zones would be located so that patrons would not need to travel far to reach their ride. NW Flanders and NW Johnson are neighborhood greenways where pick up zones should be heavily discouraged. All other cross streets in the Historic District could have loading zones just off of NW 13th. NW Glisan and NW Everett are heavy traffic access streets with high vehicle volumes, so loading zones should be carved out of parking spaces on weekend nights.



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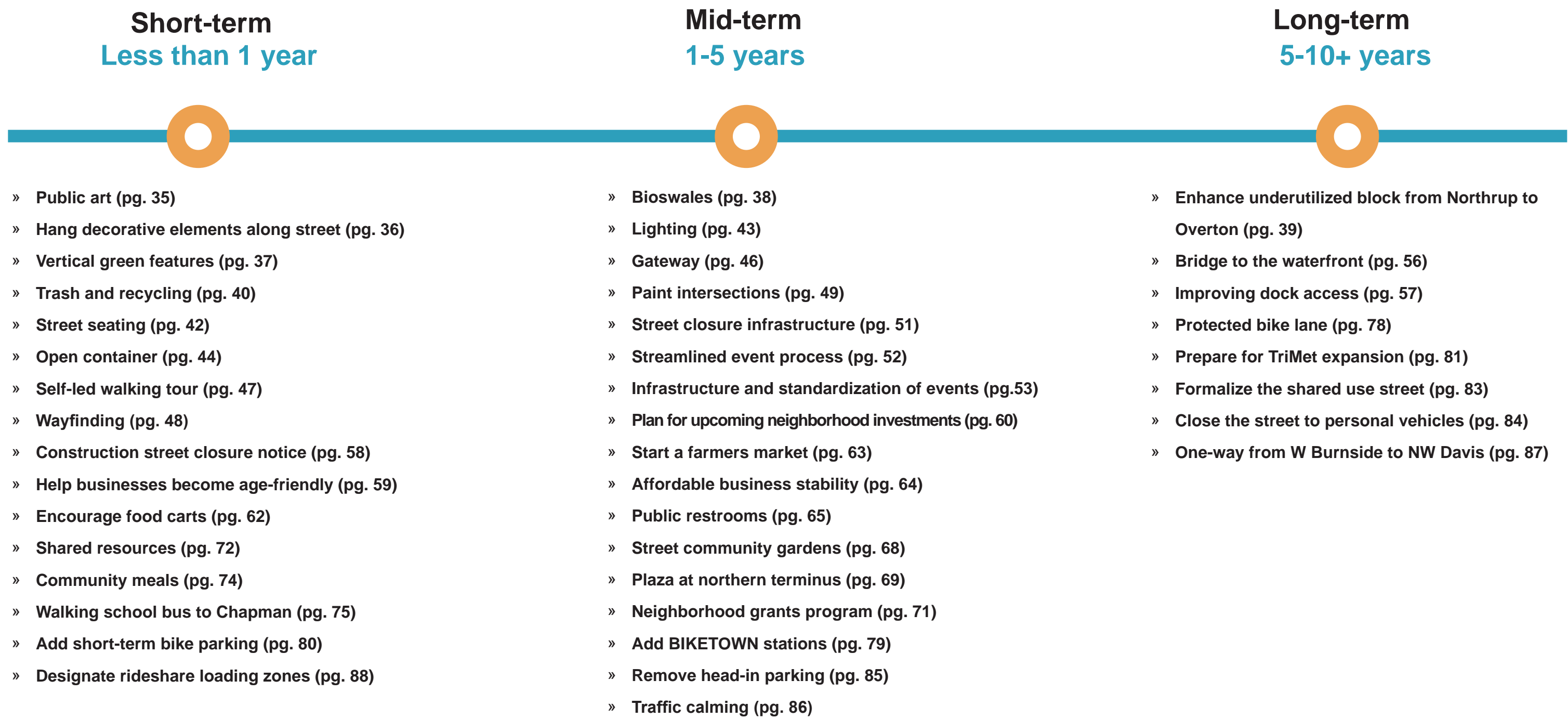
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Case study

Portland's Washington Park is 400 acres large and a maze of winding roads. Uber has set six designated pick up zones at major destinations inside the park (Oregon Zoo, Children's Museum, Hoyt Arboretum, Archery Range, Rose Garden and Japanese Garden, and Holocaust Memorial) for drivers to meet patrons. The policy is good for drivers who would otherwise inefficiently navigate these winding roads.

Timeframe



Measuring success

It is important to measure the impacts of these recommendations during and after implementation, to ensure that they are having their intended effect, and benefiting the wider community. Many of the short-term solutions in this plan are designed to be implemented on a temporary basis, which allows for a greater amount of flexibility in determining what does and does not work for the street, and adapting the actions accordingly.

The table to the right lays out performance measurements for each of the four goals of the plan: comfort, community, vibrancy, and inclusivity. Like the plan itself, these measurements will need to be community-led. Some metrics can be obtained through simple observation and conversations with residents, employers, and visitors on the street. Others will need to follow a more quantitative methodology, such as surveys or activity scans.

Strategy	Measurement of success	Comfort	Community	Vibrancy	Inclusivity
Improve perceived safety by reducing conflicts between modes	Surveying pedestrians prior to and after implementation, increased pedestrian count, Vision Zero street analysis (ideally before and after implementation), fewer cars and slower traffic	●			
Make it easier to bike and take transit	Increased bike count and increased on/off counts from TriMet	●			
Community space	People count in community space, surveying prior to and after implementation, diverse groups of people spending time on street rather than just passing through (activity scans)		●		
Encourage shared resources	Use of shared resources, participation in sharing programs and applications for resources		●		
Strengthen and build connection amongst residents	Surveying residents to find out how many residents they know/have met in community		●		
Beautification	Surveying for perceptions of beauty			●	
Encourage lingering	More people spending time on street rather than just passing through (activity scans)			●	
Foster sense of place	Surveying for perceptions of NW 13th, view of street as a place			●	
Make it easier for events	Increased number frequency, and diversity of events			●	
Improve access to businesses	Surveying businesses on effects of plan, surveying pedestrians with different abilities about access to businesses				●
Provide and sustain affordable options	Track any new businesses in the area- are they affordable? Tracking affordable business retention.				●

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Photo credits

Introduction: Bob Heims
Surrounding Area: Powell’s City of Books, History and Design: City of Portland Archives, City of Portland BPS, Ramzy Hattar
Why Make a Plan for NW 13th? Brent Toderian, The Ramona Apartments

Recommendations

Vibrancy
More Art: Becca Barniskis
Hang Decorative Elements: Melanie Curtis
Vertical Green Features: Ian Stewart, >| Micha |<
Bioswales: Image: Carol Mayer-Reed
Enhance Underutilized Blocks; Eric Roth
Trash and Recycling: Alberta Main Street
Street Seating: FANTASTICA, San Francisco Pavement to Parks
Lighting: Caroline Nilson, Michael Andersen
Open Container: Photo: Kody Melton, IN SITU paysagistes
Foster sense of place—Cultural Tourism DC
Wayfinding: walkyourcity.org, Peter Mauss
Self led walking tour: Visit Edenton, Art of Multimedia
Gateway: Cacophony (source: wikipedia), Joseph Rose
Street Closure Infrastructure: Eric Darwin, <https://inspiredcyclist.wordpress.com>
Streamlined Event Process: City of Chandler, City of Portland

Inclusivity

Bridge to Waterfront: Benthem Crouwel Architects
Improving Dock Access: Cole and Denny Architects
Help Businesses Become Age Friendly: Empire State Building
Plan for Upcoming Neighborhood Investments: City of Portland, ZGF Architects and Skidmore, Owings & Merrill
Encourage Food Carts: Andrew Sullivan
Start a Farmers Market: Hollywood Farmers Market
Affordable Business Stability: BrokenSphere

Community

Community Gardens: Daphman.com
Plaza at Northern Terminus: MCA Architects
Encourage shared resources—North Portland Tool Library
Neighborhood Grants Program: City of Vancouver, Neighborhood Connections
Shared Resources: North Portland Tool Library, Little Free Library
Community Meals: Kody Melton, Gentleman’s Gazette
Walking School Bus to Chapman: Walking School Bus, Roxhill Elementary School
Make it easier to bike and take transit—TransitCenter.org
Protected Bike Lane: Chicago Transit Authority
Formalize the shared use street: Nelson Nygaard, Sam Newbert (streets.mn)
Close the Street to Personal Vehicles: Travel Portland, Frank Bach
Remove Head In Parking: NACTO Urban Street Design Guide
Traffic Calming: FHWA
One Way from W Burnside to NW Davis: FHWA
Designate Rideshare Loading Zones: City of Portland

About Rethink Streets



Rethink Streets is a multi-disciplinary planning consultant firm. As a team of six soon-to-be graduates of Portland State University’s Master’s of Urban and Regional Planning program, we bring expertise in all areas of planning.



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A land use planner by trade, Cass fills in the position of group historian. While she would rather be on the Oregon Coast, she gladly will dig her teeth into a zoning code.



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GIS Analyst**

Focused and driven, Geoff smoothly manages our group dynamics and keeps each member on task. He is passionate about creating plans that will not gather dust on a shelf.



**Santiago
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**Creative Director,
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Trained as an architect, Santiago brings a creative eye to everything we do, pushing our team to think outside the box.



**Courtney
Simms**

**Economic
Development,
Outreach**

Economic planner extraordinaire, Courtney tenaciously engages in community outreach to ensure that all voices are heard on our project.



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**Transportation
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Creator, Editor**

As our group’s wordsmith, Russ brings to paper each member’s ideas. Both analytical and literary, Russ approaches each report with balance and thoughtfulness.



**Dylan
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